

# LIFE



LABRADOR RETRIEVER

DECEMBER 12, 1938

10 CENTS



# SHEAFFER'S

THE ONLY LIFETIME<sup>®</sup> PEN! IDENTIFIED BY THE WHITE DOT!



CREST Lifetime<sup>®</sup> Feathertouch<sup>®</sup> Ensemble, \$19.75—LADY CREST, \$17.75

GIVE THE FINEST MONEY CAN BUY

*...at a price all can afford*

## SHEAFFER'S LIFETIME<sup>®</sup> PEN MATCHED WITH THE *Fineline* PENCIL

This wonderful new combination of Sheaffer's Lifetime<sup>®</sup> Feathertouch<sup>®</sup> pen with the new FINELINE pencil contains the only real improvement in pencil writing in 23 years. With a permanent sharpness heretofore unknown, FINELINE provides the world's smoothest, fastest writing. It was developed for Sheaffer by the Joseph Dixon Crucible Co. after years of research. It is found only in Sheaffer's gift ensembles this year. Ask your dealer to explain the wonderful merits of this ideal gift combination.

Your list of gifts will contain desk sets, so select Sheaffer's Dry-proof, the greatest improvement in the history of this writing instrument.

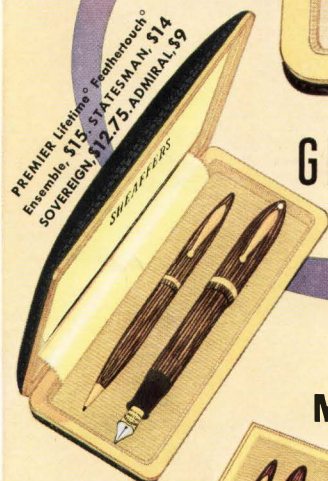
All Lifetime<sup>®</sup> pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced subject only to insurance, postage, handling charge—35c.

W. A. SHEAFFER PEN CO., FORT MADISON, IOWA • TORONTO, ONTARIO, CANADA

**SHEAFFER PENS • ALL COLORS • \$2.75 TO \$20**



\$20 with Lifetime<sup>®</sup> pen



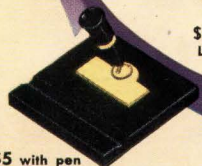
PREMIER Lifetime<sup>®</sup> Feathertouch<sup>®</sup> Ensemble, \$15—STATSMAN, \$14—SOVEREIGN, \$12.75—ADMIRAL, \$9



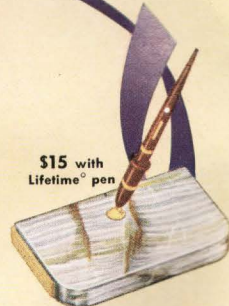
JUNIOR Streamlined Ensemble, \$3.95



\$12.50 with Lifetime<sup>®</sup> pen



\$5 with pen



\$15 with Lifetime<sup>®</sup> pen



LADY SHEAFFER Lifetime<sup>®</sup> Feathertouch<sup>®</sup> Ensemble, \$12.25—MILADY, \$8.50



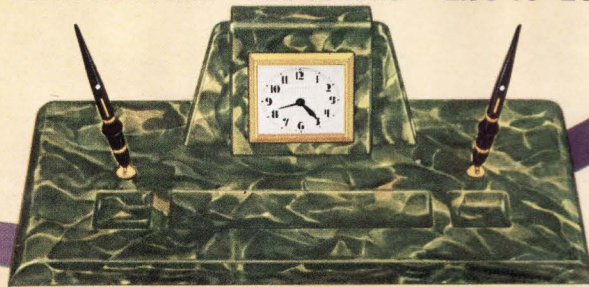
CONTRACTOR Streamlined Ensemble, \$5—MISS UNIVERSE, \$5



\$10 with Lifetime<sup>®</sup> pen



\$7.50 with pen



\$125 with two Lifetime<sup>®</sup> pens and 8-day clock—without clock, \$75



# A man's idea of the ideal gift

## GIVE THE ELECTRIC SHAVER ALL AMERICA CALLS "TOPS"

Listen to the conversation of men who are using electric dry-shavers!

Listen to the opinions of men who have tried other electric shavers as well as Shavemaster!

Let this evidence determine *which* electric shaver you will give at Christmas time. That will be better than anything we might say because, after all, it's the men who are using Shavemaster that *know*!

### No Other Electric Shaver Like Shavemaster

All *good* things are usually *simple*. Shavemaster has proved itself to be the simple, logical answer to electric shaving—both in principle and in use. There is no experimenting with heads to find one that may fit your beard or suit your skin. And in the midst of a shave there is no changing heads to clip the short stubble beard and then to pick up longer, curly hairs. There are no long weeks of "patient practice" and "skin conditioning." No bothersome adjustments to make it run fast enough with sufficient power.

With Shavemaster one comfortable shaving head, shaped to fit every contour of the face and screened to pick up the beard the way it grows, shaves all kinds of beards on all kinds of faces. And it is **POWERED** by a real, brush-type, Universal motor that doesn't swoon when a man-size beard comes along.

Shavemaster has a patented principle that is all its own—exclusive features different from all other electric shavers. Shavemaster is "TOPS" with the men of America because it gets down to business and does a job **RIGHT NOW**—not next week or the week after.

So be sure the electric shaver you give (or the one she gets you) is a genuine Sunbeam Shavemaster. It's America's favorite—and for definite reasons!



# Sunbeam SHAVEMASTER

FOR QUICK, CLOSE, COMFORT-SHAVES



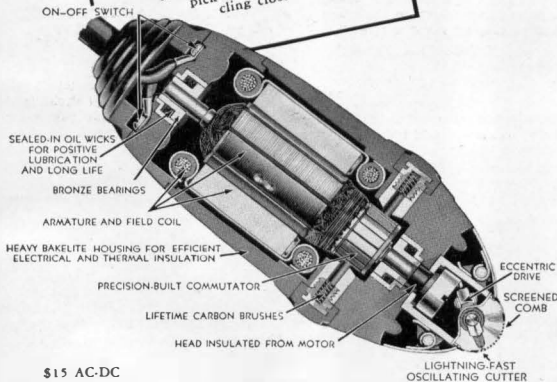
### THE "INSIDE STORY"

★ The **ONLY** electric shaver by a manufacturer qualified by nearly 50 years' successful experience in BOTH the hair clipping and electric appliance industries.

★ The **ONLY** electric shaver with both a powerful, brush-type, series-wound, self-starting, Universal motor and a lightning-fast, single-cutter that oscillates in an arc inside a comfortable, smooth shaving head.

★ The **ONLY** electric shaver with a shaving head shaped to comfortably fit every contour of the face, and screened to pick up the beard the way it grows.

★ The **ONLY** electric shaver with a shaving head screened not only to shave the short beard, but also to pick up curly hairs that often cling close to the neck.



\$15 AC-DC

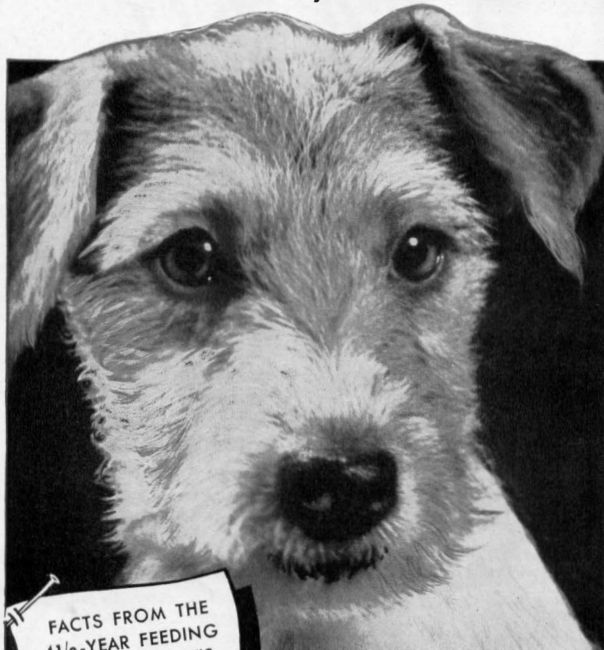
CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Rd., Chicago, Ill. . . . Canada Factory: 321 Weston Rd. So., Toronto . . . 49 Years Making Quality Products  
Famous for MIXMASTER, IRONMASTER, COFFEEMASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER, etc.



# 210 PUPPIES

## WEANED FROM MOTHER'S MILK DIRECT TO PARD

... all as healthy as this one!



FACTS FROM THE  
4 1/2-YEAR FEEDING  
TESTS IN SWIFT'S  
RESEARCH KENNELS

**Not one case of digestive disturbance in four generations of exclusively Pard-fed dogs!**

Just a few weeks ago his only food was his mother's milk. Then, at weaning time, he was switched to an exclusive diet of Pard and water. Scientists began to record his daily weight gains... to examine him regularly for vitamin and mineral sufficiency.

Today, Swift Scientists make this prediction—based on their records of this and 209 other dogs whose early histories in the Swift Research Kennels have been identical: As long as this

dog remains on an exclusive diet of Pard and water he should never have a sick day due to digestive upsets!

To keep your dog in thriving, vigorous health, keep him exclusively on Pard!



Dr. C. L. M... of Illinois, says: "In 9 cases out of 10, malnutrition is the real cause of a run-down condition." In such cases, Dr. M. prescribes Pard.

To guard against vitamin or mineral deficiencies, the meat food products in Pard are combined with seven other ingredients proved vital to health by Swift Scientists.



# PARD

... SWIFT'S  
SCIENTIFICALLY  
BALANCED  
DOG FOOD

## LETTERS TO THE EDITORS

Cuckooland

Sirs:

Your essay on "Screw California" (LIFE, Nov. 21) muffled the whole spirit of this country. What appears to you as "screwiness" is simply the entire community having fun on the same grandiose scale as that on which they work.

When we have fun we want it to be of a dimension commensurate with all the other "cuckoo" things we are doing here, such as building the world's largest tele-



HERMAN

scope. More than that, we have discovered that the real fun in anything comes from active participation. No "spectatoritis" here. We would rather wear out the soles of our shoes dancing than the seat of our pants watching. So we have fun all over the place; and all of the time, instead of just on Saturday nights.

As for cultists and faddists—well, we are just stupidly democratic enough to believe that the real value of a free country is the privilege it gives people to think and live as they please, as long as they do no harm to their neighbors.

We long ago learned that a Pagoda background did not change the flavor of oranges, nor lessen their power to help build strong bodies and good, sound teeth. So, if the owner of the orange stand has fun conducting his business in a Pagoda—why, bless him, that is perfectly all right with us. We even consider going into the orange-selling business ourselves so that we can have a Pagoda.

I find myself in complete accord with Mr. Luke Cosgrove, our venerable Shakespearean actor. I like the idea of a man getting such sheer pleasure out of acting that he enjoys going down to the beach alone and playing his favorite roles.

J. BREWER AVERY

Los Angeles, Calif.

Sirs:

Congratulations on your fine presentation of a single, small, and unimportant phase of life in California.

To our sorrow, California is indeed a melting pot—for Eastern screwballs.

V. O. WAHRENBROCK

San Diego, Calif.

Sirs:

Whatever the intellectually jaded East may think of the gaucheries of California culture the fact remains that the Los Angeles metropolitan area is the most vibrant and stimulating cultural center in the United States today.

EMERSON TREACY

Hollywood, Calif.

Sirs:

"Cuckooland!" Rather should it be called "Wonderland" for there nature is kind while life is lived in work and play.

It is a land of uninhibited thought, creation and progress.

BRYANT MYERS

Wilmette, Ill.

Sirs:

May I thank you for the space you gave me among all that glorious company—the hermits of Hollywood. Am very proud to stand by my good friends Peter and Herman, who for many years... without purse or scrip have radiated



LUKE

kindliness, color, and beauty, for every-one fortunate enough to meet them.

Without money and without price, they have oftentimes turned the tear-stained hopes of many a boy and many a girl to a glad determination to try again.

My Richard has three f's, but let that pass.

LUKE

Los Angeles, Calif.

Sirs:

Sure got a thrill out of my picture in LIFE, 11-21 (see cut).

Best wishes.

HERMAN

Hollywood, Calif.

Sirs:

My mother and I came out here in January, 1933. For five years we have been frantically trying to save enough money to get established in a northern city, for we have heard that what makes these people like this is the subtropical climate. If this is true, we want to be out before it gets us!

ELSIE MORRILL ROBERTS

San Diego, Calif.

Sirs:

I am a North Californian and I think it is time the question of dividing the State at Tehachapi into two States, North and South California, should be considered again. Since both ends of the State would favor it, I propose that the voters of California, who read LIFE and see the trend of affairs, take this matter up.

N. E. PRICE

Oakland, Calif.

Sirs:

Let's get out our atlas and have a geography lesson. San Jose with its Rosicrucian temple may be a part of Cuckooland but it is far from Southern California; in fact about 350 miles as the cuckoo flies. It is fifty miles from San Francisco.

DWIGHT C. PORTER

San Jose, Calif.

Sirs:

After reading about New York Night Life, I would like to ask a question.

(continued on page 4)





**Y**ou think you'll remember the sweet fleeting expressions of your child at play . . . but don't be too sure!

All memories, however vivid *once*, like bubbles, soon fade and die . . . unless you record them now in motion pictures . . . in movies that retain all the natural action and color of life's highspots.

Happily, making movies is now as easy and inexpensive as taking snapshots. And with a Filmo you are assured professional results with amateur ease. For Filmos are fashioned by the same craftsmen who have made Hollywood's preferred equipment since 1907.

The palm-size Filmo (at left, below) uses 8 millimeter film costing only \$2.25, including development, for a roll long enough for 20 to 25 newsreel-length scenes. Color film costs only a few cents more per scene. Film drops into place. No focusing. Just sight through the spyglass viewfinder, press the button, and *what you see, you get*. Makes slow-motion movies and animated cartoons, too.

See both 8 mm. and 16 mm. Filmos at your dealer's. Act now, for you'll want to make movies Christmas. Bell & Howell Company, Chicago, New York, Hollywood, London. *Established 1907.*



LEFT—Filmo Double 8, with fine F 3.5 lens for color and black-and-white movies indoors or out, only . . . \$51.50

*As little as \$10.50 down*



RIGHT—Filmo 141, new 16 mm. automatic-loading camera with exclusive new features which insure successful use. With 1-inch F 2.7 lens . . . \$127.50

*Filmo won't forget!*

**BELL & HOWELL**

BELL & HOWELL COMPANY L 12-38  
1841 Larchmont Avenue, Chicago, Illinois  
Please send free booklet, *How to Make Inexpensive Personal Movies.*

I imagine that the { } 8 mm. camera would suit me best.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





# TEA *for a quick comeback? "You bet!"*

SAYS MR. T. POTT



"What a difference hot tea makes, darling! Your feet were dragging when you came home, and now you look fresh as new paint."

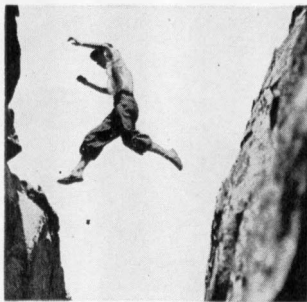
"I'll say tea makes a difference! I feel like a new man. This tea has perked you up too. Let's go stepping tonight."



LET VITALIZING TEA PUT FUN BACK IN YOUR LIFE. TEA IS DELICIOUS... AND THRIFTY TOO... LESS THAN 1/2¢ A CUP

Vital people say: "TEA FOR MORE PEP, VIM!"

GLEN DAWSON masters mountains! Mr. Dawson has made over two hundred thrilling, successful ascents in the Sierra Nevada, the Canadian Rockies, and the Alps—including the famous Matterhorn. He says: "Mountain climbers and skiers, too, value tea—good hot vitalizing tea—for its quick stimulation. Tea peps me up, fights fatigue. At night, tea lets me sleep. Wherever hardships are to be endured, I find tea is the drink!"



It's as easy as A-B-C to get a really good cup of tea

A. Always use bubbling boiling water and pour it on the TEA. B. Use 1 teaspoonful per cup, plus one for the pot. C. Steep to any strength you prefer. (Most people who use cream or milk choose a 5-minute brew.)



These good black teas are especially suited to the American taste. For economy and full enjoyment, buy quality tea.

# TEA PEPs YOU UP!

## LETTERS TO THE EDITORS (continued)

Why is it more "screwy" to remove part or most of one's clothing in order to enjoy the warmth and sunshine of California's temperate climate, than it is to spend large sums in order to see some professional "stripteuse" do so in a night club?

As an interesting contrast, study the faces of Dwight Fiske and Peter the Hermit.

MARGARET N. BOSWELL  
Beverly Hills, Calif.

Sirs:

Where did you get the idea that these people were "screwy"? Most of them have a great sense of business psychology and are not afraid to break away from the conventional routine of advertisement. I call that progress!

HENRY DORFEUIL  
Rochester, N. Y.

Baby Adolf

Sirs:

As an old hand at drawing mustaches on all subway posters, etc., I could not resist your cover of Nov. 28.

My apologies to Lynne, who was very pretty until I got artistic.

NORMAN MOLOSHOK  
Cambridge, Mass.  
P.S. Happy birthday.

Sirs:

Where did you ever get the baby picture of A. Hitler for your front cover. I see even then he yelled pretty loud.

HERMAN HORWITZ  
Cleveland, Ohio

Sirs:

I give you Baby Adolf.

JOHN S. RIGGS  
Syracuse, N. Y.

"fee" is another matter which I would like to discuss with him later.

Sincerely yours,  
Henry

The White House  
May 11, 1938

Dear Henry:

The President said to tell you that it is all right to title the drawings "Franklin D. Roosevelt, Architect Henry J. Toombs, Associate" and that this letter constitutes an assignment of fees from the Architect to the Associate—provided the fees are not exorbitant!

With kindest regards,  
Missy

Does our professional dignity clothe us so tightly that we cannot squeeze out a smile of welcome to a visiting amateur? Indeed, I'm sure most of us think of "Architect" carrying a far richer meaning than that of "Posted—Keep Out."

HENRY J. TOOMBS, Architect  
Warm Springs, Ga.

Why Ducks Fly in a V

Sirs:

I'm not a duck or a goose, so I don't know the absolute truth about why they fly in V-formations. But your casual note that the leaders act as windbreakers (LIFE, Nov. 28) appears somewhat preposterous.

Military aircraft use the V-formation extensively because it is simple and practical. Each pilot has a clear view of the next plane ahead, yet his own plane is flying in smooth air undisturbed by the backwash of other squadron members. All the practical military formations are variations of the same principle.

Any pilot will tell you that flying an aircraft closely in the wake of a preceding craft is rough and uncomfortable and requires a little extra power to keep up.



"BABY ADOLF" BY (L. TO R.) READERS MOLOSHOK, HORWITZ, RIGGS

From the deluge of Nov. 28 covers returned to LIFE with virtually identical doodle-work, LIFE can only conclude that U. S. readers have developed a Hitler complex, think they see him everywhere.—ED.

Henry and Missy

Sirs:

The architects who protest the use of "Franklin D. Roosevelt, Architect" in your Oct. 31 issue may be interested in the following letters:

Warm Springs, Ga.  
May 5, 1938

Miss Marguerite LeHand  
The White House

My dear Missy:

I think it would be fun to title the drawings for the President's little house:

"Franklin D. Roosevelt, Architect Henry J. Toombs, Associate"

Of course he hasn't a license to practice architecture in New York State, but I don't think we would get into trouble. Will you ask him, and let me know?

As to just how we would split the

According to your idea, ducks ought to fly in Indian file, but I'd hate to be the last duck.

NICHOLAS PICKARD  
(Private Pilot 30904)

M.I.T.  
Cambridge, Mass.

● Not being a duck or a goose, LIFE also does not know the absolute truth. The windbreaker theory was advanced by an ornithologist. Aeronautical experts seem to agree with Pilot Pickard.—ED.

For Knightly Kicking

Sirs:

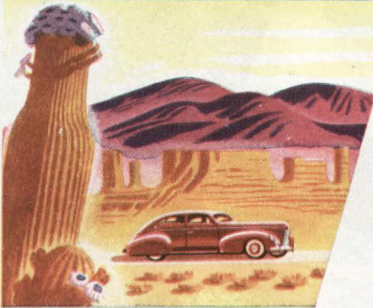
On page 49 of your Nov. 21 issue you state, concerning Hearst's collection of armor, that "The pointed toes had no use except to look fancy." This, I believe, is untrue. The pointed toes were used by the horseman to keep the foot soldiers at a safe distance, a kick being most effective and enabling the knight to concentrate on enemies of his own station in life.

FELIX A. LESER JR.  
Warwick East, Bermuda





**RIDE WITHOUT WRAPS** in the coldest blizzard . . . enjoy more even heat and fresher air than you get at home. Amazing new "Weather Eye" makes Nash Conditioned Air\* automatic all winter long!



**FLASHING GETAWAY**—same "pep" on hottest desert days and cold northern nights. Engine has manifold seals *away* from weather.

# Do You LIKE A *Touch of Madness?*

**Y**OU GET A HINT of it before it actually happens . . . a promise of adventure on this raw December day.

For up to your door glides a car . . . unlike anything you've ever seen! Lithe and low, long and rakish, poised for instant flight. Looks gay as a debutante and fast as light.

With an expectant tingle, you step inside. The air is warm and fresh, like a winey day in early May. (This is a Nash, and you *tune in your weather with a dial!*)

You snuggle up to the wheel, and things begin to happen. The tip of your toe sets off a hurricane of silent power. Without your hand leaving the wheel, you shift as fast as 1-2-3 — then an automatic *Fourth Speed\** cuts in, and your Nash shoots forward with effortless ease.

Through this wide windshield, you see right and left, as well as front.

You hear no road-noise . . . no objectionable wind-roar. Silent as a drifting cloud, smooth, and sure as an arrow speeding to its mark . . . you take hills and curves and rough country roads in a seven-league stride.

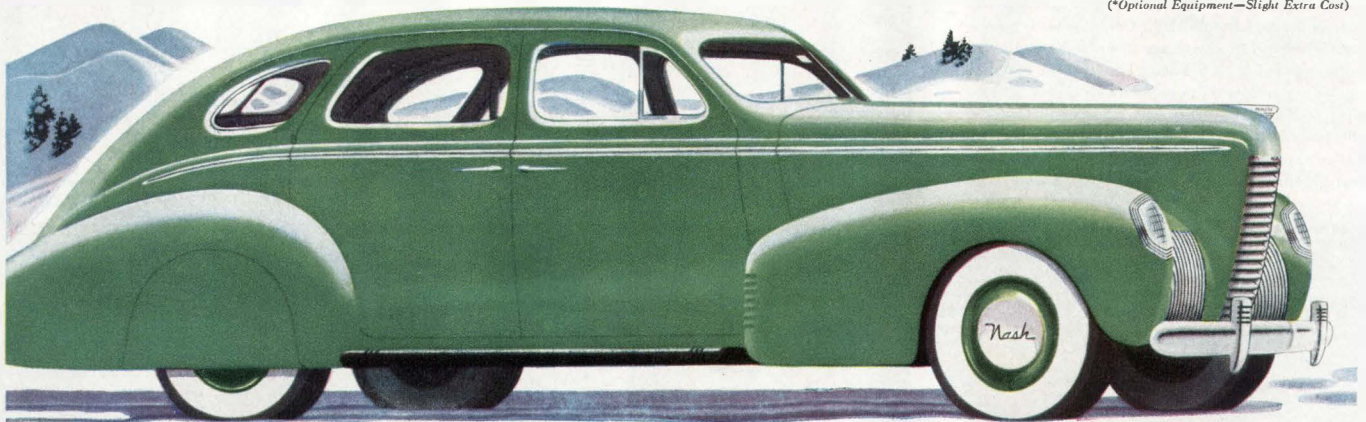
You can't be blamed for thinking again of places you've always wanted to go—those trips you've always planned to take—some day.

No doubt about it . . . driving a Nash "does something to you". And it's fun you can afford . . . right from scratch. Ten models are priced next to the lowest.

Call up your Nash dealer now, and drive this great car *today!* NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.

4 Series of Great Cars . . . 22 Models Priced from \$770. Delivered at Factory. Standard Equipment and Federal Taxes Included. **\$770**

(\*Optional Equipment—Slight Extra Cost)



Car Illustrated . . . Nash LaFayette 4-Door Fast Back Sedan . . . \$840 Delivered at Factory . . . Standard Equipment and Federal Taxes Included. White Sidewall Tires and Rear Wheel-Shields are optional at extra cost.



**PILE THEM IN**—1...2...3...4...5...6—and stow all their luggage in the oversize baggage compartment. And for overnight trips, the rear compartment makes up into a big double bed.

*It's that New* **NASH**



# SPEAKING OF PICTURES...

## ...THESE ARE OLD CHRISTMAS CARDS

Americans this year will send one another an estimated 400,000,000 Christmas cards. For this pleasure or nuisance, however they regard it they can thank Sir Henry Cole of England, who originated the idea and sent the first card in 1846, and Louis Prang, a Roxbury, Mass. lithographer who popularized Christmas cards in the U. S. in 1875.

The designs on these earliest cards were highly artistic. J. C. Horsley of the Royal Academy in London designed Sir Henry's, while the paintings of Elihu Vedder, whose famed murals grace the Library of Congress in Washington, served as designs for Prang's first cards. This initial period of fine taste was soon superseded, however, by a Victorian Era in which fringed edges, frosted surfaces, tinsel and ribbons flourished at the expense of the art work.

The inveterate sentimentality of Victorians appears in most of the old 19th Century cards shown here. Those on this page are from the collection of Samuel Golden of New York. Those on the opposite page belong to Miss Dorothea Dix Lawrence, a radio singer of Plainfield, N. J., who has one of the best collections in the world. The fastidious gifts (top right on opposite page) were given to Miss Lawrence's great-grandmother at Christmas time around 1850.



OLD CARDS WERE PRETTY, BUT NOT GOOD ART



A SENTIMENTAL FIRESIDE CHAT  
FABLE OF TURKEY AND MOUSE



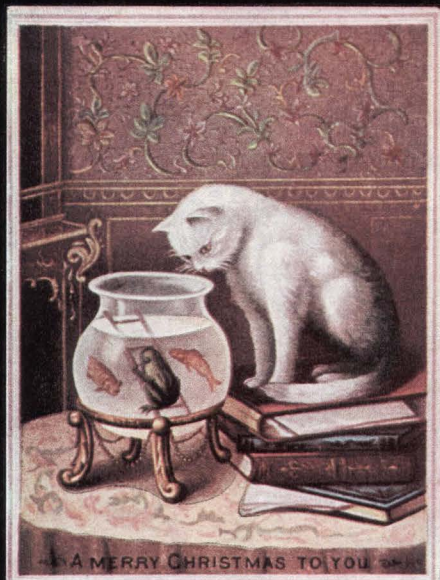
CHRISTMAS CHECKS DRAWN ON "THE BANK OF GOOD CHEER" WERE VERY POPULAR IN THE 1890's



FLOSSIE THE KITTEN HAS A PIN AT HER WAIST TO MAKE HER SWING GAILY FROM SIDE TO SIDE







CATS PLEASED VICTORIAN LADIES

"CHRISTMAS FISH" ON NEW ENGLAND CARDS



MOTHER-OF-PEARL WAS THE LAST WORD IN CHRISTMAS GIFTS



THIS CARD HAS FOUR SIDES. THESE THREE HERE SHOW A GAY, FASHIONABLE PARTY ABOUT 1875



THIS APPEALED TO HUNTERS



CAROL-SINGERS IN ENGLISH SCENES HAVE ALWAYS BEEN POPULAR



SUMMER FLOWERS IN DECEMBER HAD A GREAT VOGUE IN THE LAST CENTURY





"DIRECTOR" MATCHED SET 4007—\$7.50



AMITY DIRECTOR

TOBACCO POUCH 2032—\$5

"DIRECTOR" 612—\$5

"DIRECTOR" 619—\$3.50

KEY CASE 6665—\$1

KEY CASE 6685—\$1.50

LETTER CASE 1818—\$3.50

TOBACCO POUCH 2029—\$2.50

CIGARETTE CASE 695—\$2

## How to make a man say "THANKS"... and mean it!



THERE are a great many varieties of thank-you. There is the restrained thank-you... the warm thank-you... the dutiful thank-you... the cordial thank-you... the puzzled thank-you... and the thank-you that sounds as if the man who said it almost choked on it!

If you want your gift this Christmas to call forth one of the better type thank-yous... a fine, full-throated, genuine, spontaneous, heartfelt, and utterly sincere thank-you... in brief, a thank-you with some *yum*ph in it... give him an Amity "Director" Billfold!

THE "DIRECTOR" HAS 8 EXCLUSIVE FEATURES EVERY MAN WILL LIKE



**1. SECRET POCKET.** Large bills concealed behind a flap that looks exactly like the lining. No need to expose money in public places. *This feature is patented.*



**2. DUPLICATE KEY POCKET.** This concealed pocket for emergency keys prevents "locked-out" accidents.



**3. SLIDING CARD POCKET.** Just a pull of the tab brings cards, identification, etc. into view instantly.



**4. FREE REGISTRATION.** Thousands of billfolds and Key Kaddies found and returned to their owners every year.



**5. CARD FILE.** Cards kept clean and easy to identify by different-colored transparent celluloid covers. Cards can't spill out.

Be Sure to See the New Patented Amity "Director" Key Kaddy



You remove keys *individually*... quickly and easily... and with no danger of others spilling from the new patented Amity "Director" removable hook Key Kaddy. Available in matched sets with "Director" billfolds, or individually at \$1.50 and up.

See the complete gift line at your dealer's. AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., makers of

**AMITY**... Rolfs... and LaFarge fine leather products



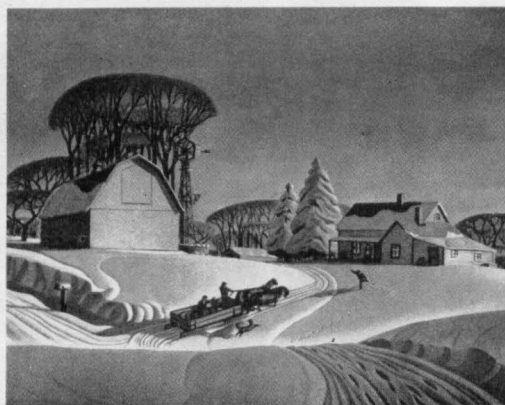
# SPEAKING OF PICTURES

(continued)

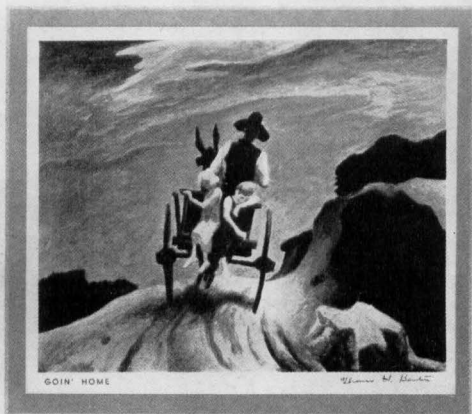
The cards shown here are among the best of the 1938 designs. They are some of 600 cards made by the American Artists Group since 1935 from original etchings, paintings and woodcuts by its 78 artist-members. The Group's aim is to give Christmas cards the high artistic merit they had, but lost in the gingerbread Victorian Era.



ROCKWELL KENT'S WOODCUT "ANGEL," MADE IN 1926, IS IN MUSEUMS



DALE NICHOLS' PAINTING "HOME FOR CHRISTMAS" WAS WIDELY SHOWN



THOMAS BENTON, ONE OF AMERICA'S BEST PAINTERS, DID "GOIN' HOME"



## A SURE-SHAVE GIFT ★ SUGGESTION ★

**Y**ES, give him an electric shaver—but be sure to give one that *shaves!* Here are two shavers that *really shave*—that public demand has already acclaimed "America's Number One Electric Shavers."

Both are precision-made. Both are backed by Remington Rand. And both have the new Diamond Brand head that can shave *as close as a blade*, yet faster and without irritating the skin. Order yours today!



### The 1939 **REMINGTON** Close-Shaver

First among shavers at any price! Has Diamond Brand shaving-head; powerful, brushless motor; runs on AC or DC. Chromium-trimmed, lizard-grain case. (With flap and button case, \$15.00.)

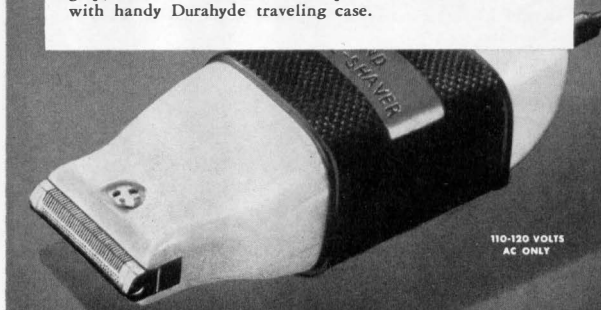
**\$15<sup>75</sup>**

AMERICA'S NUMBER ONE ELECTRIC SHAVERS

### The 1939 **RAND** Close-Shaver

First quality shaver to sell under \$10.00! Has new Diamond Brand shaving-head, self-starting AC motor, non-slip hand-grip; no radio interference. Complete with handy Durahyde traveling case.

**\$9<sup>50</sup>**



GENERAL SHAVER DIVISION of REMINGTON RAND INC., Bridgeport, Conn.



## *"Looks like Henry has squirmed himself out of a raise..."*

**SALLY:** Honest, I could cry! Henry's finally got his nerve up to ask for a raise—and look at the boss' face. It's like a thunder-cloud.

**DOTTIE:** No *poise*, dearie—that's Henry's trouble. Look at him in there—squirming around as usual, and pulling at his collar—

**SALLY:** It's just a nervous habit he's got—

**DOTTIE:** Habit, my eye! He's got shrinking-shirt trouble—just like my brother Pete used to have.

**SALLY:** Why, Pete is a wonderful dresser—always like a hand-box.

**DOTTIE:** Sure, he is *now*. Mom and I dinged at him until he got some shirts that said Sanforized-Shrunk. And boy, do they keep their fit! You can wash 'em a thousand times and they won't shrink out of size.

**SALLY:** But Henry says he buys shirts that have some kind of pre-shrinking done to them—"pre-shrunk" or

"full-shrunk" or something like that. Doesn't seem to work, though.

**DOTTIE:** "Pre-shrunk"—hokey! My brother says you can't depend on a shirt that just says "pre-shrunk."

**SALLY:** They have to be Sanforized-Shrunk, hm? Wonder if I dare tell Henry?

**DOTTIE:** Well, if I was interested in a man's future, I'd cram it down his throat. I'd tell him the plain facts—how Sanforizing is a special process that takes the shrinkage out of a fabric, within a teeny 1%, by Government standard test! I'd tell him how no Sanforized-Shrunk shirt can shrink from its original marked size. I'd tell him—

**SALLY:** Goodness! How do you know all this?

**DOTTIE:** Mom and I read it in Good Housekeeping Magazine. This Sanforizing process is so good there are 195 patents on it. And believe me, Sally, that means shrinkage control with a capital K.

**SALLY:** But maybe Henry can't afford 'em—?

**DOTTIE:** Anybody can! You don't have to pay a cent more to get a Sanforized-Shrunk shirt. They have 'em in all prices and all styles. Sh-h! Here comes Henry. Go on and tell him, softie—

**SALLY:** All right, I will!—And I wish I had the nerve to tell the boss. Looks like old Sourpuss there could use a few comfortable Sanforized-Shrunk shirts himself.

*"Just a minute, girls..."*

Shrinkage troubles are over for you, too! Look for the words "Sanforized-Shrunk" whenever you buy anything made of cotton, linen, or spun rayon:



- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Men's Pajamas, Shorts
- Children's Garments
- Slip-covers and Draperies

*To be sure of permanent fit... look for the words... Sanforized-Shrunk*



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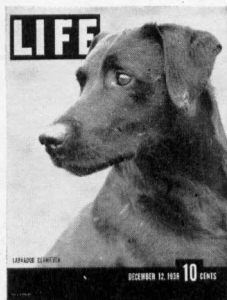
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The dog on this week's cover is Blind of Arden, who won the No. 1 U. S. retriever stake of the year on Nov. 21, had his picture taken at Southampton by LIFE Photographer George Karger. A stylish black Labrador, with a sly arrogance about him, Blind is now 4, has been trained for hunting ever since he could stumble into the field. He lives on the big estate of his owner, W. Averell Harriman, near Tuxedo, N. Y., where he practices on live pheasants for half an hour every day with his handler, Jasper Briggs. For more pictures turn to page 26.

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*If it's hosiery for Christmas you buy, Sir,  
You'll do well to heed this advisor,  
"She'll get most of her lift  
From the brand on her gift!  
Be wiser...surprise her...give Kayser!"*

**SLEEP** peacefully, m'lady...for on Christmas morning there'll be scads and scads of Kayser Hosiery awaiting you. Just hint to friends your hankering for these gorgeous 3-thread Marvel-Twists\*. Made in U.S.A. Ask for 331X . . . . . \$1.15

**BE WISER...GIVE**

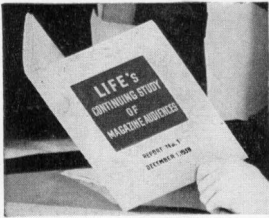
# KAYSER

\*Trade Mark

AT SMART STORES THE WORLD OVER

# The Biggest Advertising News in 25 years!

**Announcing the first findings of ...  
LIFE's Continuing Study of Magazine Audiences**



**Here Are the Figures—the Number of People Who See, Open, and Read Some Part of Each Issue of the Four Large Weekly Magazines.**

Magazines listed alphabetically	Net Paid Circulation*	Audience as shown by the Life study		
		10-19 yrs.	20 yrs. & over	Total
COLLIER'S . . .	2,633,878	4,400,000	11,500,000	15,900,000
LIBERTY . . .	2,485,395	3,200,000	10,800,000	14,000,000
LIFE . . .	2,029,761	4,900,000	12,400,000	17,300,000
SATEVEPOST .	3,055,123	2,700,000	10,200,000	12,900,000

\*Publishers' interim statements, averages for third quarter 1938

**IT SEEMS inconceivable that publishers of the big weeklies have been too modest about the value they have put on their magazines as advertising media.**

It seems inconceivable that the publishers of LIFE would publicly state: "*The Saturday Evening Post, Collier's, and Liberty* are more valuable advertising media than advertising men ever realized."

Yet it's true—and the Study that *proves* it true is the biggest advertising news in 25 years (since the founding of the Audit Bureau of Circulations!).

For this Study gives the first scientifically obtained figures on *the number of people reached by each of the large weekly magazines!*

LIFE leads the field in these figures and that pleases us, naturally. But the real news of the Study is the hidden values it reveals in the entire field!

Surprising figures, aren't they? They make every one of these respected media a *better*



*value* than anyone ever realized. They make the whole weekly magazine field loom larger

and more importantly as a *mass* medium, reaching the major share of the people who are worth reaching at all.

## What do these figures prove?

For a number of years advertisers and advertising men have realized they haven't known enough about total magazine readership.

They have known (thanks to A.B.C.) how many copies of each magazine were *sold*. They have also known that there were more than *one* reader per copy. But how many more? Some have said a total of 2 readers per copy, some 3; some have used the convenient "average family" number: 4.3. But no one *knew* the *total audience* each issue of each magazine reached.

## Who is making the Study?

The desirability and need for such information have been recognized throughout the business. For the past several years, it has been widely discussed in advertising circles. Several attempts have been made to inaugurate such a Study for all magazines.

Then, some several months ago, LIFE cast the die by launching the LIFE Study of Weekly Magazine Audiences. The Study is being made in the only way such a study can be to be worth a farthing—*scientifically, impartially*.

An impartial Committee of research specialists was set up to devise a method as nearly perfect as scientific research can be.





The Committee is made up of Mr. Paul T. Cherington, independent marketing consultant; Mr. Archibald Crossley, President of Crossley, Inc.; Mr. Samuel Gill, Director of Research, Crossley, Inc., who is directing the field work; Dr. Darrell B. Lucas, associate professor of marketing, New York University.

Crossley, Inc., whose radio research is recognized as the standard guide to radio audiences, is carrying out the Study under the complete control, including authentication and presentation of all findings, of the Committee.

#### How is the Study being made?

This Study is not a one-time affair. It will be a *continuing* project, with the findings revealed periodically.

Many weeks were spent in arriving at a scientifically accurate cross-section of the population—in getting exactly the right proportion, geographically, of each sex, each race, each age group, and standard-of-living group. Children under 10 were not interviewed; and, of course, inmates of asylums and institutions were not included. All interviews are *personal*, made by the trained and

seasoned members of the Crossley staff. (LIFE will be glad to send Report No. 1, a detailed account of complete findings to date; how the sample was chosen; how it was corrected to eliminate the flaws that turned up in experimental interviews. Those interested in advertising research and media will find it extremely interesting.)

#### Future Plans

These figures—even though they're first

findings—offer a more accurate, more scientific yardstick for space-buying than advertising has ever before had.

It is planned to dig *further* into the unknown facts about magazine audiences—into other phases that determine any medium's value. These findings will be announced as they come to light. Watch for them—they'll constitute the most important media information revealed in 25 years!





# "I'm Glad You Called"



This very hour, millions of words are being spoken by telephone. Friend talks to friend and two lives are happier because of it.

Greetings and best wishes are exchanged—holiday visits are arranged—affairs of business are

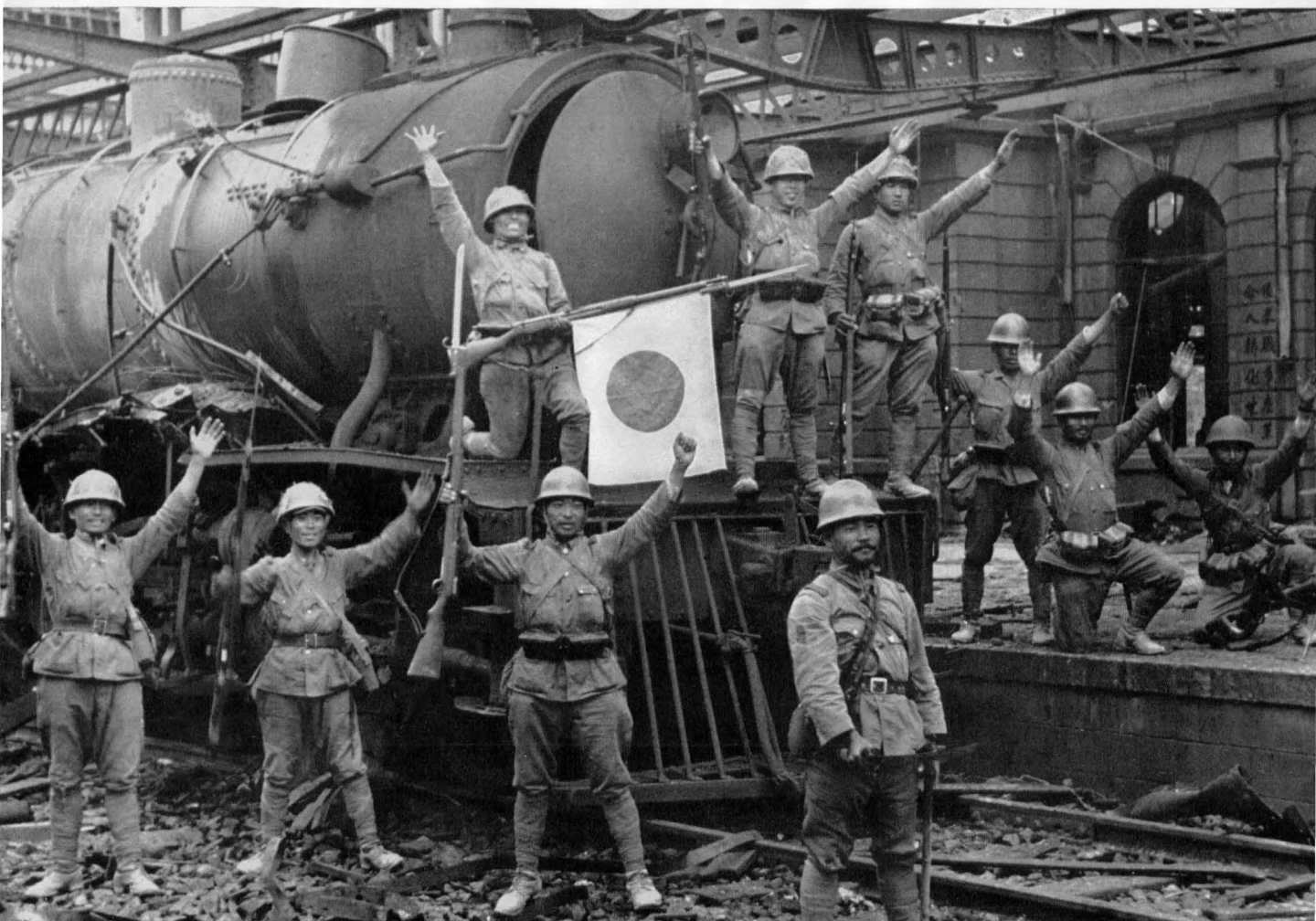
transacted. A doctor comes quickly in answer to a hurried call.

And day and night, the country over, these oft-repeated words reflect the value and usefulness of the telephone . . .

"I'm glad you called."

**BELL TELEPHONE SYSTEM**





JAPANESE SOLDIERS, RELATIVELY WELL-BEHAVED, CELEBRATE THE OCCUPATION OF HANKOW'S RAILWAY STATION WITH A BANZAI. DAMAGE WAS DONE BY CHINESE BOMBS

## THE "CHICAGO OF CHINA" FALLS TO THE JAPANESE IN "MODEL OCCUPATION"

*Photographs for LIFE by Paul Dorsey*

Some strange people and sights filled the camera finder of LIFE's Photographer Paul Dorsey in Hankow, Oct. 27. Japanese soldiers, sailors and marines were already inside the greatest metropolis of inland China (the "Chicago of China"). The Chinese armies had neatly made their escape up the Yangtze River and cross-country, after blowing up and burning a good part of Hankow and its companion cities of Wuchang and Hanyang. The Chi-

nese who were left expected a repetition of the dreadful rape of Nanking (LIFE, May 16).

Instead, to everyone's relief and amazement, the Japanese occupation of Hankow was a "model occupation." Harsh orders had gone out from Japanese Army headquarters to keep the men under control. By and large, they were kept under control. For the Japanese it remained a model occupation, even though looting and rape and arson broke out on a small scale after several days of strain. Some Chinese were pushed into the river and shot while struggling. To prevent sniping along the railway line to Peiping, the Japanese burned out all the shacks along the tracks.

The Japanese soldiers above are in the Hankow station which the departed Chinese had thoroughly dynamited. The man in foreground is an officer, his inconveniently long samurai sword in hand. (This is supposedly never taken from the scabbard without drawing blood. As last resort officer should prick his finger.) The man at extreme right carries a light

machine gun and the belt boxes of the other soldiers contain clips for his gun. The rifles are Arisaka 1907's. Two taxi-dancehall girls met these soldiers on the Hankow Bund and gave them cigarets. Other Chinese, fearful of what might happen, greeted the invaders with festive fireworks. All this apparently put these men in good humor.

The most peculiar aspect of Japan's conquest of China is that it is transacted under the impotent frowns of all the world's Great Powers. Before the Japanese arrived, British, American, French and Italian gunboats moored off Hankow. A French priest set up a "safety zone" comprising the contiguous British, Russian, French and German concessions. Into this jammed tens of thousands of panicky Chinese. In trying to enter this zone, Japanese detachments got into mild trouble with Italians, Americans, British and French sailors and marines. Finally the British naval officer in charge, Rear Admiral Reginald Holt, decided to hand the policing of the British concession over to the Japanese (LIFE, Dec. 5).





A safe place to refugees seemed steps of the National City Bank of N.Y. in the ex-British Concession, with the U. S. S.

*Luizon* standing offshore. A youth with chopsticks is cooking a meal. Coolie in foreground sweeps up. Woman is well-to-do.

Swine for the French Navy are driven out of the French Concession (left side of street) to the Yangtze shore to wallow in the mud. The





French notably refused to surrender their Hankow Concession to the Japanese, having a clearer title than the British to sovereignty.

The panic of men makes food for dogs. In China these mutts are *wonks*. Behind them is the barbed wire of the foreign

concessions. On Oct. 26 it rained and rained, damping down the huge fires the Chinese had set before leaving the city.



CONTINUED ON NEXT PAGE



## THE FIRST JAPANESE TO OCCUPY HANKOW ARRIVE IN LONG BARGES



Japanese Navy barges, numbered 16 and 18, specially powered with airplane engines and propellers for shallow water work, reach Hankow's Japanese Concession dock at 2 p.m., Oct. 26.



Japanese sailors, indolently smoking cigarets, warp Barge 16 into the Japanese Concession dock. Frightened Chinese were amazed by this anti-climactic arrival of the conquerors.

## JAPAN PAINTS OUT THE BRITISH FLAG IN CONQUERED HANKOW



British colors are still painted on the side of this Hankow business building commandeered by the Japanese Army engineering corps and flying the Japanese colors (see next picture).



A coat of paint obliterates the British colors. A total of 1,500 foreigners of all nations, 125 of them Americans, stayed in the Hankow area through the occupation. None was hurt.





## Sweet dreams for the conquerors

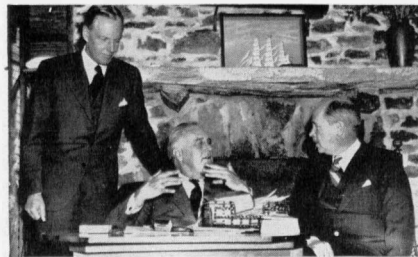
The 400-mile forced march up the Yangtze River was an exhausting grind. Sleepless, footsore and famished, these three marines were about through when they reached Hankow. Crack professionals, they kept at their job but they no longer cared how the war came

out. They stacked their rifles, their haversacks, helmets, canteens and gas masks (though the Chinese have used no gas), rested their heads on the bench back and fell sound asleep. A week later they were "somewhere west of Hankow," still chasing Chinese.

# LIFE ON THE NEWSFRONTS OF THE WORLD

## France smashes a general strike; Italy yells for French colonies; Rumania kills its Nazis

LIFE looks again this week on the hideous face of war—at the occupation of Hankow (see p. 15) and at the Spanish front (see p. 28)—for as the season of peace on earth, good will to men draws near, war, rumors of war, fears of war and preparations for war continue to scarify the world's hearts and front pages. Not since the World War have Americans been more uneasily cognizant of the troubled world beyond their oceans. Their relations with that world are the



PHILLIPS, ROOSEVELT, WILSON

theme of this week's Close-Up (see p. 60), in which Walter Millis, brilliant historian of America's *Road to War* in 1914-17, examines the career and purposes of Secretary of State Hull.

Last week the Gallup Poll reported that Secretary Hull now stands second only to Vice President Garner as Democrats' choice (with Roosevelt eliminated) for the Presidential nomination in 1940. Mr. Hull, meantime, was on the high seas, dragged from his comfortable fireside—like another old statesman in search of peace—to seek South American friendship at the Lima conference. Unlike Prime Minister Chamberlain (see p. 23), he had a smooth trip, played shuffleboard. In Washington on Nov. 29 a Government committee suggested no less than 74 ways by which America may draw the rest of the Western Hemisphere closer to it for less than \$1,000,000, through scientific, educational, health, road-building co-operation. (Sample: Survey of hardwood forest products of tropical American republics, \$65,000.)

As the U. S. made friendly passes at South America, it continued to view Europe's troublemakers with grave distrust, and prepare to arm itself as never before against them. President Roosevelt, after conferring before his Warm Springs fireplace with Ambassador to Germany Hugh Wilson and Ambassador to Italy William Phillips, indicated on Nov. 29 that Mr. Wilson's return to Berlin would depend on Germany's behavior. In New York three men and a woman got prison sentences of two to six years for Nazi spying. Secretary of War Woodring, in his annual report, pointed with alarm to the Army's dire shortage of arms, declared that the defenses of the Panama Canal must be strengthened, its locks made bomb-proof. For its share in guarding the strategic Caribbean, the Navy announced its intention to build a \$4,000,000 air base on an island in Puerto Rico's San Juan harbor. It also signed a contract with New York Shipbuilding Corp. for the sixth battleship in its current



HULL

building-program—a 35,000-ton hulk to be named the *North Dakota* which, like the other five, will cost about \$70,000,000.

building-program—a 35,000-ton hulk to be named the *North Dakota* which, like the other five, will cost about \$70,000,000.

**General Strike.** In peacetime the knockout punch of the city proletariat is the dread general strike. Yet the general strike always fails, because it is an attack on the immediate welfare of the consuming public, rather than on the workers' bosses. Full-dress general strikes failed in Sweden in 1909, in England in 1926. Last week a one-day general strike failed in France. It was called by Léon Jouhaux, leader of the 5,000,000 workers of the *Confédération Générale du Travail* (C.G.T.). It was fought, almost singlehanded, by Premier Edouard Daladier. A good man in a fight if at no other time, Daladier rushed to the radio with the slogan, "This is a test of strength between republican democracy and the dictatorship of a proletarian minority."

Most of Jouhaux's workers more or less believed Daladier, suspected a "political" maneuver in the strike, flinched from weakening the authority of France and wondered, "If I strike, will the others strike?" Daladier's knockout punch was the military requisitioning of public-service workers. Result was that barely a million of Jouhaux's 5,000,000 followed his orders. At 4:45 a.m., Nov. 30, reporters watched the first train due to leave Paris' Gare du Nord, a local for Pontoise. The station was busy as usual with cleaners, porters, ticket agents and collectors. The 4:45 had steam up. It pulled out on time. The reporters knew the strike was a failure, though bloody riots swept the industrial cities of Marseilles, Lyon and Lille. Such a great victory is capable of destroying the victor. Daladier wisely refrained from gloating, asked employers to use "restraint" in firing workers who struck. But Jouhaux naturally howled Bloody Murder. Nearly everybody had forgotten what the strike was about—the anti-Labor decrees of Finance Minister Paul Reynaud. Daladier had succeeded in shifting the issue to whether Frenchmen are workers or patriots. The answer: Frenchmen are patriots.



GAYDA

secret service knew of the plans beforehand. Right on schedule, it came off in the Italian Chamber at the end of a speech by Foreign Minister Ciano. Wild-eyed Journalist Farinacci leaped up with the shout,



JOUHAUX

**Blackmail.** Benito Mussolini, by far the most unscrupulous politician in Europe, also seized the moment of France's general strike to sound out the patriotism of Frenchmen. Device: a "spontaneous" demonstration for the surrender of France's African protectorate of Tunisia to Italy. Actually the excellent French secret service knew of the plans beforehand. Right on schedule, it came off in the Italian Chamber at the end of a speech by Foreign Minister Ciano. Wild-eyed Journalist Farinacci leaped up with the shout,

"Tunisia! Tunisia!" Fascist Party Secretary Achille Starace leaped higher with the echo, "Tunisia!" and added "Corsica!" The rest of the Chamber came to life with a roar, adding "Nice!" and "Savoy!" The Italian Government promptly apologized for this "spontaneous" lapse of all its bigwigs. But Mussolini's mouthpiece, Virginio Gayda of the *Giornale d'Italia*, wrote, "Italy is ready to march even against France if necessary." Italy cannot stand against the French Army, though the 120,000,000 people of Italy and Germany against France would make a French nightmare. Mussolini, however, wants a seat on the board of directors of France's Suez Canal Co. and an Italian "solution" of the Spanish Civil War. "Tunisia" is the standard Fascist device of blackmail, a device that has yet to backfire.

**Assassin Assassinated.** Of all the Balkan terrorists the most consistent chief-assassin has long been Corneliu Codreanu, leader of Rumania's Fascist Iron Guard. Because Rumania has no death penalty, none of Codreanu's hirelings was hanged. But lately Rumania's King Carol, alarmed for his sovereignty, has cracked down on the Iron Guard, had 13 jailed for murder and Codreanu for conspiracy against the State. Last week Codreanu and the 13 were taken out of jail by the police supposedly for questioning about an attempted assassination of the Rector of Cluj University. Somewhere along the road, a rain of bullets swept Codreanu and the 13, killing all outright. Official story: They had tried to escape.



CODREANU

### PICTURE OF THE WEEK

On the morning of Nov. 29, fliers searching for a lost United Air Lines transport on the Seattle-San Francisco run, looked down on the rocky surf-swept shore of Point Reyes, Calif. At the foot of towering crags, rocking in big Pacific combers, they saw the derelict shown in the extraordinary air view on the opposite page. Three hours before, Pilot Charles Stead, 42-year-old veteran flier, confused by freak radio reception and out



STEAD

of fuel, had pancaked his plane in white-capped waves less than nine minutes out of Oakland airport. The seven aboard clambered up through the hatch onto the liner's great wing. One by one they were swept into the sea. Later, when Coast Guardsmen lowered ropes from the cliff-top, only two—Pilot Stead (*inset*) and a male passenger—were hauled alive up the rocks. Ironical was the discovery that the cabin's interior had remained dry, that all might have been saved had they stayed snugly in their seats inside.





The Pacific washes a wrecked air-  
liner ashore under a California cliff

## OLD GUARD SHOWS ITS STRENGTH IN G.O.P. COMMITTEE ELECTION



A rash of headlines on Nov. 29 informed the nation that the Old Guard is still strong in the high councils of the Republican Party. At the National Committee meeting in Washington, logical candidate for election to the Executive Committee was Kenneth Simpson (*below, right, with Chairman Hamilton*), new and relatively liberal National Committeeman from New York. Old Guardsmen turned him down, elected Daniel O. Hastings (*above, left, with Braintruster Glenn Frank*), standpat ex-Senator from Delaware. Fortunately for the resurgent Party, its real leaders are not committeemen but the new Governors and Congressmen elected last month.



## 22 CHILDREN ARE KILLED IN UTAH AS TRAIN HITS BUS IN SNOWSTORM



On the morning of Dec. 1 a school bus bearing 41 children approached the Denver & Rio Grande Western Railway crossing at Midvale, Utah. It bounced along the road shown below, and stopped as usual on the west side of the tracks. From the south a freight train, two hours late, sped down on Midvale at 70 m.p.h. The children saw it, but inexplicably their driver started across the intersection. The locomotive struck the bus squarely in the middle, dragged it half a mile (*above*). Reported one witness: "None of them seemed to die right away. One by one they would stop screaming." Toll: 22 children and the driver killed; 17 critically injured.







1 Chamberlain tries to steady himself on the slippery, gale-swept deck to hear Lord Halifax (left), who grasps the ship's side and shouts into Chamberlain's ear above the roaring wind.



2 A sudden lurch of the little ship and the Prime Minister does a split. Conservative Lord Halifax shouts plenty of advice to his chief but retains his own firm hold on the ship's side.

## A GALE IN THE CHANNEL SENDS THE BRITISH PRIME MINISTER SPRAWLING

Physical hardship is one of the prices that 69-year-old Neville Chamberlain has to pay in his search for European peace. To meet Hitler during the Czech crisis, he was forced to take his first airplane trip. To meet France's troubled Edouard Daladier (LIFE, Dec. 5), on Nov. 23, he was forced to weather an 80-m.p.h. gale on the English Channel. The 2,900-ton S. S. *Canterbury* on which he crossed did everything but turn somersaults. Like good English sailors, Chamberlain and Foreign Secretary Lord Halifax stayed on deck talking, while their wives remained below. A cameraman happened to be focusing on the Prime Minister when a sudden roll of the ship knocked him off balance, caused him to perform an undignified split.

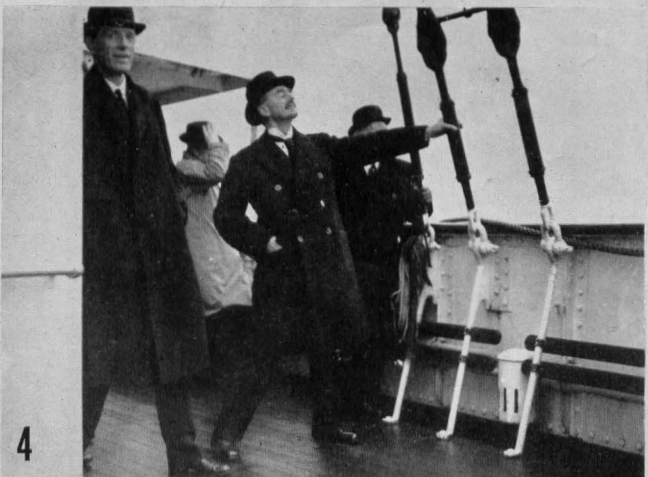
In Paris the English statesmen had a five-hour talk with the French Premier and Foreign Minister. Both sides agreed to continue appeasing Hitler and Mussolini, but also to speed up their lagging rearmament, especially in the air. The British, however, flatly refused to promise to send a large expeditionary force to France on the immediate outbreak of war.



3 Safe at last, Mr. Chamberlain's legs are still at odds, but he has a tight grip on the rigging. He never lost his facial composure. A shipmate (left) laughs at the struggling statesman.



HUGE WAVES CRASH ON THE S.S. "CANTERBURY'S" BOW IN THE 80-M.P.H. GALE



4 His balance regained, Chamberlain holds fast to the wet rigging and tries to assume his dignity by looking away from the camera. But Lord Halifax (left) can't help smiling a little.



PROFESSOR LUBIN EXPLAINS THE FACTS OF AMERICA'S INCOME

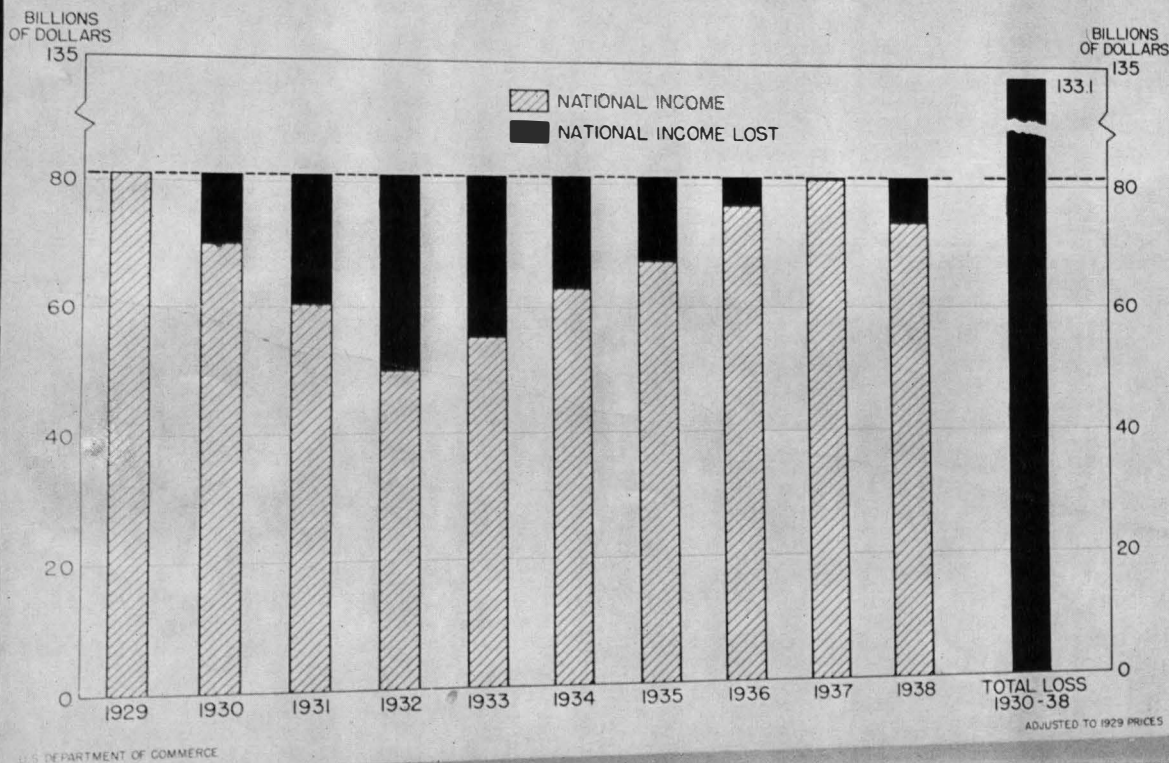
## "MONOPOLY" INVESTIGATION BEGINS

### WITH A LECTURE IN ECONOMICS A-1

Dr. Isador Lubin, 42, is a stumpy, dreamy-looking statistical genius who used to teach economics at the University of Missouri and is now the Department of Labor's able Commissioner of Labor Statistics and a top-notch New Deal braintruster. On Dec. 1, backed by a bold array of charts, Dr. Lubin once more took up his professorial pointer (*left*) and delivered a lecture in elementary economics. This time his classroom was the big marble caucus room of the Senate Office Building in Washington. His students were his eleven fellow-members of the Temporary National Economic ("Monopoly") Committee, starting a hunt for the monkey wrenches which jam America's economic machine.

With the help of the charts on these pages, Dr. Lubin and Dr. Willard Thorp explained what has been happening to America's economic life. Why it happened is what the Committee, composed of six members from Congress and six from Government boards and bureaus, will spend two years trying to find out. Senator Joseph C. O'Mahoney, committee chairman, has assured businessmen he will conduct a sober study, not a "witch-hunt" for Big-Business devils.

## NATIONAL INCOME LOST IN DEPRESSION

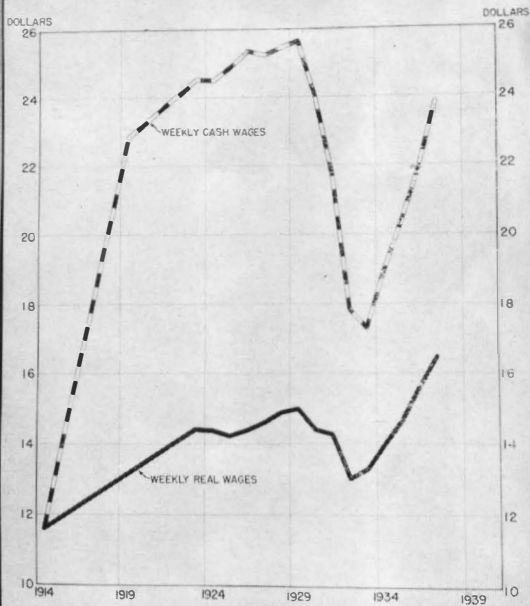


**133 billion dollars**—56 billion less than the direct cost of the World War to all combatants—is what America has "lost" through Depression since 1929, said Dr. Lubin. He figured this out by comparing each year's national income (total value of goods pro-

duced and services rendered) with income in peak 1929. The total loss of working time through unemployment in these years, he estimated, amounts to more than a full year's employment for every person who had a job in a nonagricultural industry in 1929.

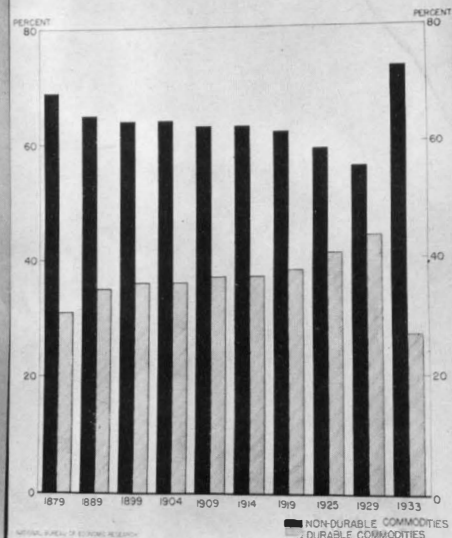


## REAL WAGES IN MANUFACTURING, MINING, & STEAM RAILROADS



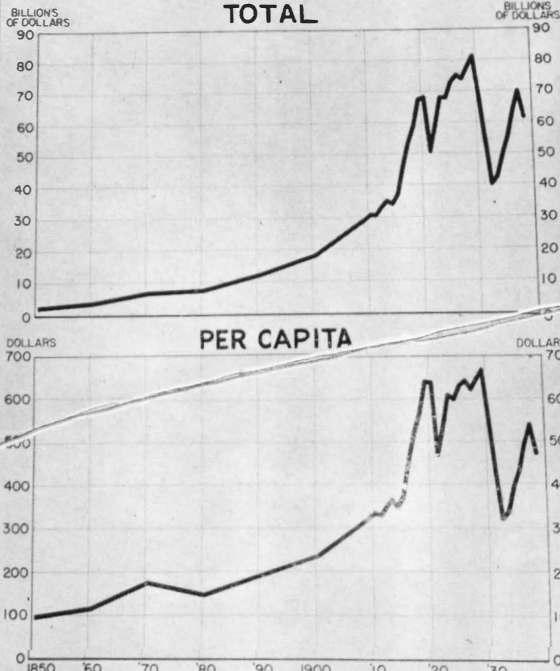
"Real wages" are measured in terms of prices. While cash wages have soared since 1914, prices have risen still higher, so that the worker's present \$24 a week really amounts to only about \$16.25 in terms of what he could get for his money in 1914.

## OUTPUT OF COMMODITIES



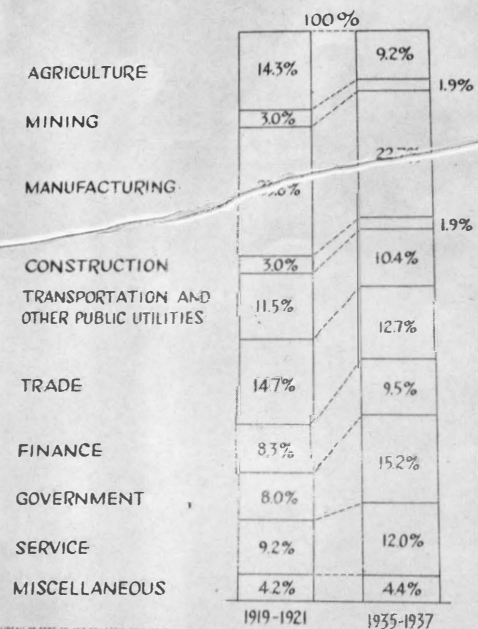
Production of durable commodities like steel, coal, lumber, houses has fallen off most in depression, while production of non-durable commodities like shoes and cigarettes has held up well or increased. This chart shows relative percentages, 1879-1933.

## UNITED STATES NATIONAL INCOME TOTAL



54% of the nation's families, said Dr. Lubin, earn \$1,200 a year or less. If incomes could be raised so that each family would have \$2 per day more to spend, he asserted, their purchases would keep American industry humming at capacity production.

## SOURCES OF NATIONAL INCOME 1919-1921 AND 1935-1937



Government spending and activity have increased so much that government in 1935-37 was the source of nearly double the share of national income which it accounted for in 1919-21. Up in proportion were services as opposed to production.



AT THE TRIAL, BLIND OF ARDEN, CARRYING A DUCK, COMES DRIPPING FROM WATER. JASPER BRIGGS, HIS HANDLER, WAITS IN BLIND. NOTICE DUCK DECOYS ON LAKE



Across Southampton scrubland, on the late Colonel Henry Huddleston Rogers' Port o' Missing Men estate, trudge

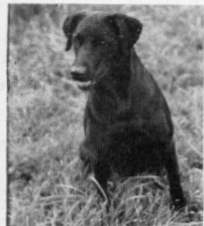
owners, handlers, spectators to the field where the land trials were held. To events like this, pheasant and duck are

carted in crates, released and then shot in full view of the dogs. Later the dead birds are officially marked and sold.



## BLIND OF ARDEN WINS NO. 1 U. S. RETRIEVER TEST

To Southampton, L. I., Nov. 20, came 22 of the best U. S. retrieving dogs for their No. 1 test of the year—the open all-age stake of the Long Island Retriever Club. For two days the dogs fetched pheasant shot in the field and duck shot over water. Long before the end of the tests, it was evident that W. Averell Harriman's Labrador, Blind of Arden, was the best in the field for 1938.



BLIND OF ARDEN

Working without a mistake, this picture retriever capped a great performance with a remarkable blind recovery. For this event, a dead duck, unseen by the dogs, was planted on an island. At signal from his handler, Blind jumped into water and swam to the island. There he scented the bird, looked back only twice to the handler, who with his arm waved him in the right direction. Quickly finding the duck, Blind picked it up with a firm mouth, started swimming back to his handler. Then, after delivering bird, he sat stylishly on his haunches. This, however, was pure showmanship, and the judges were instructed to pay no attention to it.

A marvelously intelligent, stocky dog, always friendly with children and the favorite of lady spectators at the trial (insert lower left), the jet-black Labrador has become popular in the U. S. only in the last ten years. Originally a breed of hunting dogs in Newfoundland, they were imported into England by fishermen during the early 19th Century. Because of English ignorance of New World geography, they were called "Labradors," were brought to the U. S. under that name. In 1933 they were officially registered by the American Kennel Club.



AT PRACTICE, BLIND RETRIEVES A LIVE PHEASANT PLACED IN THE FIELD. NOTICE BANDS ON BIRD'S LEGS



The handler controls dog by blowing whistle, pointing where bird has fallen.



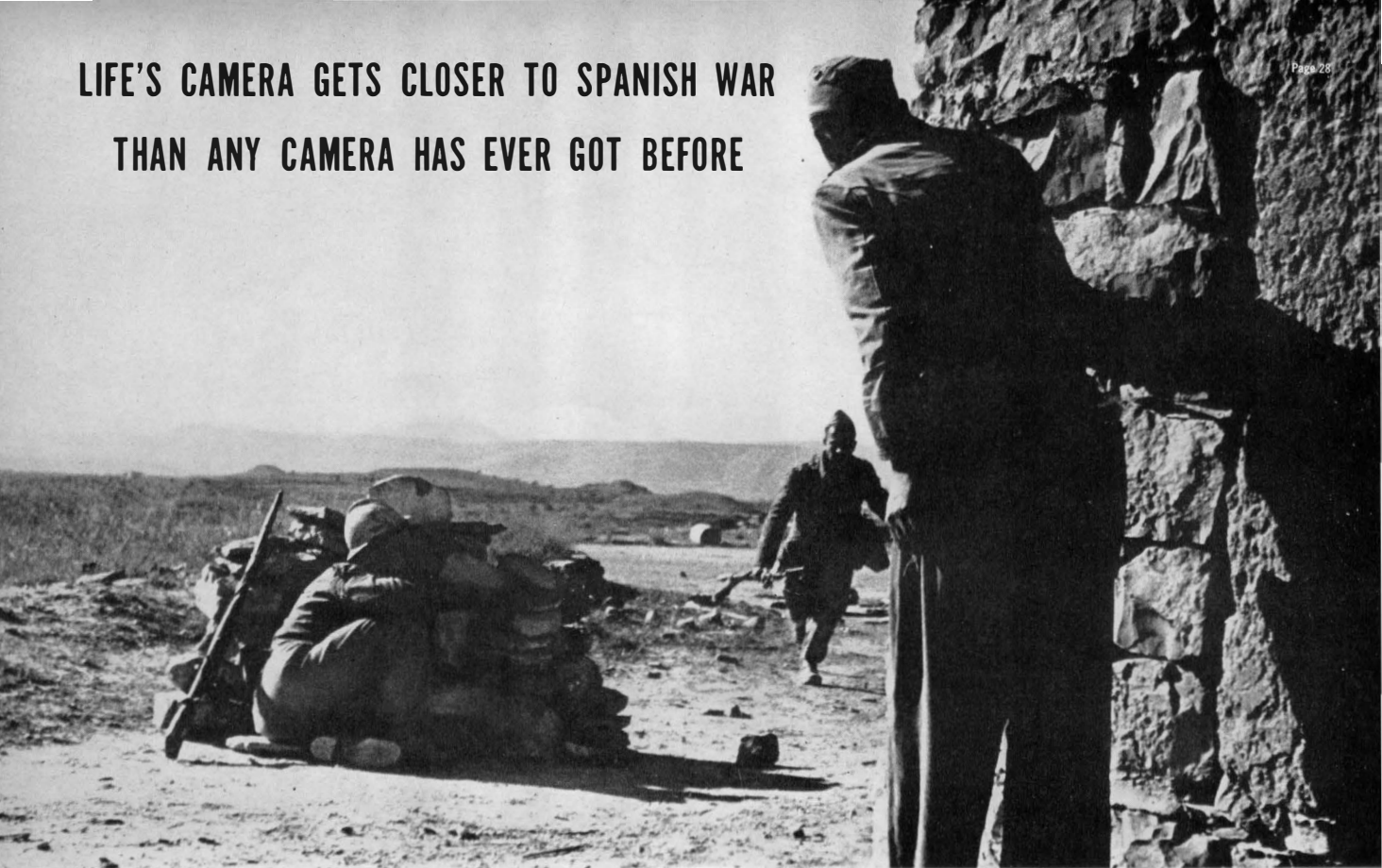
Three popular retrievers are, left to right, a curly-coated retriever, a Labrador and a Chesapeake Bay. With great condescension they watch their rivals perform.



The retrieved bird is inspected by Judges Lawrence and Roesler. Dogs must not tear the skin or crush the body.

# LIFE'S CAMERA GETS CLOSER TO SPANISH WAR THAN ANY CAMERA HAS EVER GOT BEFORE

Page 28



↑ At extreme personal risk, LIFE's Photographer Robert Capa crossed the Segre River with the Spanish Loyalists during the night of Nov. 6 and took his camera farther into the fighting zone than had ever been done before. Really close to, War does not look like much. Shell-bursts shake camera and cameramen. There is not much view.

↓ The Spanish Loyalist infantryman, shown safe above, is nearly blotted out by the shell-burst below. The surprised Rebels have just opened up with their artillery. The soldier's helmet is clayed to resemble another stone. His rifle is an improved 1901 Russian model with sight guard. Notice the motley character of all uniforms shown.



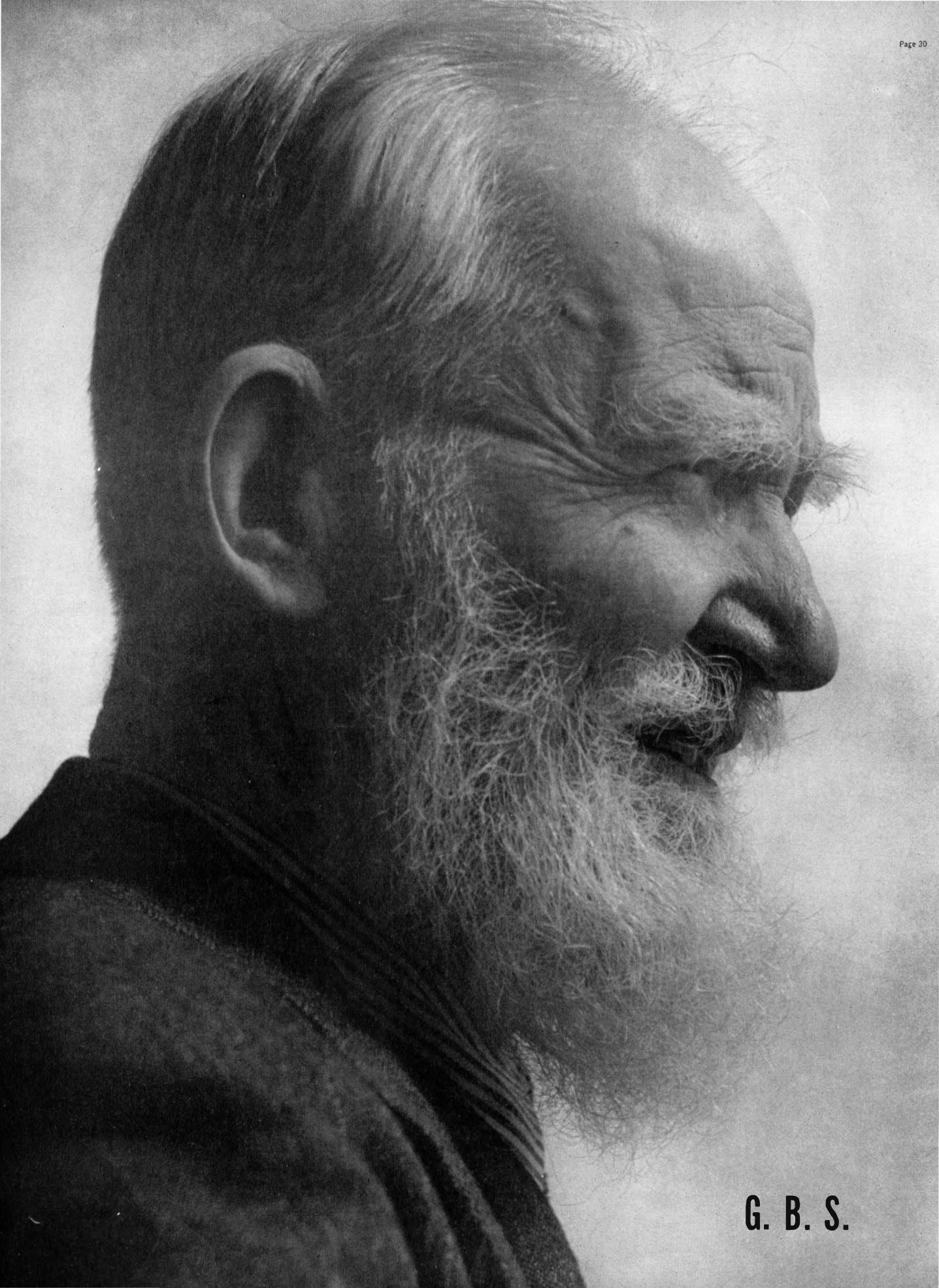




**Man in limbo.** This is what the scenery really looks like in modern war. It is hard for a man to keep contact with his fellows and he feels as if the whole purpose of the enemy was to kill him personally. Purpose of the Segre attack was to divert the Rebels from the Ebro salient which the Loyalists had taken to divert the Rebels from Valencia.

**A wounded man** is rushed out of the firing by two comrades. One of the surest signs of high morale is this kind of assistance. Rattled men only worry about themselves. When Capa returned to Barcelona, he was interviewed by New York *Times* Correspondent Herbert Matthews as the cameraman who had been closest to the fighting front.





G. B. S.



## MOVIE OF THE WEEK:

# BERNARD SHAW'S PYGMALION

INTRODUCING  
WENDY HILLER

## Shaw opens his warehouse of great comedies to the movies

For 40 years George Bernard Shaw has been considered the world's greatest dramatist since Ibsen. His iconoclastic plays have raised whirlwinds of debate. His ideas have ranged over almost every controversial subject in modern society from war (*Arms and the Man*, 1894) and munitions (*Major Barbara*, 1905) to sex (*Mrs. Warren's Profession*, 1902), marriage (*Man and Superman*, 1905), religion (*St. Joan*, 1924) and the collapse of Western civilization (*Heartbreak House*, 1920). His detractors call him a pamphleteer rather than a playwright. His warmest admirers agree with him that he is better than Shakespeare. Though his writings of the last decade are spotted with senility, he is today, at 82 (left), an acknowledged seer, whose works have become an historic part of England's great literary treasure.

For years the movies have been trying to break into this rich storehouse of fine English comedies. With infinite scorn for Hollywood, Shaw has kept it tightly bolted. Now, for the first time, he has opened it for a full-length, authorized movie. With his own dialog and under his own supervision he has turned out with Gabriel Pascal, a penniless Hungarian producer, a screen version of *Pygmalion*.

When first produced in 1914, this story of a tatterdemalion flower girl named Eliza Doolittle who is taught by a phoneticist to pass for a duchess, shocked and amused England. Now screen-acted by Leslie Howard and Wendy Hiller, a radiant newcomer to films, it is no longer shocking, but so brilliantly comic, so magnificently satiric that it will probably open the door for more great G. B. S. movies.



FROM THE GUTTER COMES ELIZA DOOLITTLE



TRANSFORMATION BEGINS WHEN SHE WASHES FACE



SHE LEARNS LADY TALK, BECOMES A BEAUTY (BELOW)



A wager is made by Phoneticist Higgins (Leslie Howard, center) on the jabbering cockney flower girl (Wendy Hiller)

they met in a storm. He wagers that in "three months I could pass her off as a duchess at an ambassador's party."

CONTINUED ON NEXT PAGE



**1** The "bedraggled guttersnipe," Eliza Doolittle, comes to Higgins' house and offers him a shilling a lesson to teach her to "talk genteel." He decides to make a real lady of her has her taken squealing to the bathroom where his housekeeper scrubs her clean.



**2** The phoneticist teaches Eliza "the language of Shakespeare, Milton and The Bible." He puts marbles in her mouth to say "The rain in Spain stays mainly in the plains," makes her speak against a flame that flickers when she says her generally omitted h's.



**3** At her first test tea party in the home of Higgins' mother, Eliza, questioned about the weather, recites her line on the rain in Spain. Then she turns on a flood of gutter-snipe talk in perfect diction. Other guests think she is cleverly using the newest slang.



**4** At the ambassador's party, radiant Eliza draws all eyes, sets everybody speculating as to who she is. A busybody tries to pump her, announces that she is a Hungarian princess because, unlike most fine English ladies, she speaks English perfectly.



**5** The former cockney flower girl scores socially in a big way as the Queen Mother steps before her, pats her cheek and says: "Charming!" When the Queen Mother next sends for her and requests her to dance with her son, Eliza Doolittle's triumph is complete.



**6** At home after the party, Higgins gloats over his successful experiment. In love with him, troubled over what will now become of her, Eliza provokes a quarrel and runs away. Eventually he traces her, she asserts herself and they find happiness together.



*"Thanks for  
the pause that refreshes"*



COPYRIGHT 1939, THE COCA-COLA COMPANY



SO DELICIOUS WITH FESTIVE HOLIDAY FOOD

Old Santa has the gift of giving people just what they want. And when it comes to thirst that's just what ice-cold Coca-Cola gives, too...just what you want...complete refreshment. Old Santa says "Thanks" for ice-cold Coca-Cola. So will you.



# How to plan a real Christmas Surprise Party for Mother



Plan it now—at once—a party that'll leave Mother incredulous, breathless! A family get-together, Christmas Eve or Christmas Day, that ends with giving her what she's wanted all her days—a whole service in 1847 Rogers Bros. Silverplate! How'll you know what pattern she prefers?

Any clever daughter or friend can find that out. And, later, when Mother sets a holiday table in this lovely silverplate—plate with the proud year-mark 1847 on the back of every piece—watch her face, then! You'll know you've given her enjoyment that will last.

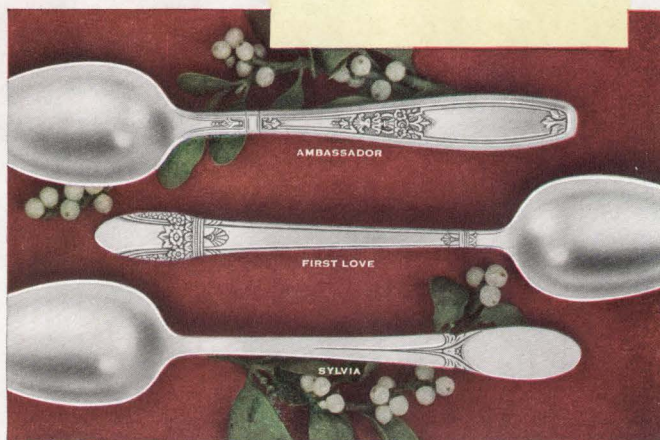
**1847 ROGERS BROS.**

Meriden, Conn.

"AMERICA'S FINEST SILVERPLATE"



**Save \$14.50 by choosing now.** If you will hurry to your dealer's, you will find he has a very special Christmas offering—the lovely rosewood-finished chest pictured above, filled with 1847 Rogers Bros. Silverplate—62 gleaming pieces that would cost you \$74.25 from open stock, but now especially priced at \$59.75. It's a full service for 8, every proud piece bearing the precious year-mark 1847. And you can get the set in any pattern you wish. So now is the time—see your 1847 Rogers Bros. dealer now.



**And as to pattern**—1847 Rogers Bros. patterns are so lovely, so fine, that it's sheer joy to study them—and choose. "Ambassador" is smart, sophisticated. "First Love," the very newest, brings to the world of silverplate, for the first time, the high-raised motif, the deep-etched detail of sterling. And "Sylvia" is as simple and chaste as early New England silver, perfect for the modern or Colonial home. Choose from these and five other 1847 Rogers Bros. patterns—all masterpieces in design.

★TUNE IN EVERY SUNDAY—leading dramatic stars in the "SILVER THEATRE"—6 P.M., E.S.T.—5 P.M., C.S.T.—4 P.M., M.S.T.—3 P.M., P.S.T.  
Bette Davis (December 11 and 18), Conrad Nagel (December 25 and January 1), Coast to Coast, Columbia Network.



## LIFE HOUSES OPEN FOR INSPECTION



## First of 19 model homes built or building is sold to engaged couple in White Plains

In California and New York, in Illinois, Virginia, Pennsylvania, Maryland, New Jersey, Wisconsin, Washington and Georgia, the building trades are now busy putting finishing touches to LIFE Houses for Modern Living. By year's end "Open for Inspection" signs will be inviting passers-by into five new LIFE houses, completely furnished.

Less than three months ago (Sept. 26) LIFE presented eight houses especially designed by famous American architects for families earning \$2,000 to \$10,000 a year. Builders, department stores and newspapers throughout the country acclaimed LIFE's presentation and a building boomlet resulted. Nineteen houses are now under construction. By next spring, most of them will be finished and ground will have been broken for at least a dozen more which are now projected.

That the U. S. public favors traditional design over modern is proved by a poll of LIFE readers, 55% of whom voted for the traditional, 45% for the modern, and by the fact that of the houses now being built 18 are traditional and one is modern.

Most popular with builders is the traditional house designed by Architect Royal Barry Wills for a family of \$5,000 to \$6,000 income. This house is now being built in Richmond, Milwaukee, Pittsburgh, Chicago, Tenafly (N.J.), Bethesda (Md.), Seattle and Baltimore. Second in popularity is the house designed by Architect H. Roy Kelley for a family of \$3,000 to \$4,000 income. This is being built in Los Angeles,

San Diego, Harbour Green, L.I., San Francisco and Seattle.

Of the modern houses, the "house without halls" designed by Edward D. Stone for a family of \$2,000 to \$3,000 is now under construction at Albany, N. Y., and will be open to the public, completely furnished in modern style, by Feb. 1.

Visiting model houses is a favorite pastime in American suburbia. When the Kelley house, built by the Harmon National Real Estate Corporation and furnished by John Wanamaker was opened in Harbour Green, L. I., nine days after the plans had appeared in LIFE, 500 people inspected it the first weekend. But the thousands who, by spring, will

have visited LIFE houses are negligible compared with the tens of thousands who have bought, studied and played with the small cardboard models of the houses. More than 25,000 of these models costing from 50¢ to \$1 have been sold. They are being used in the Home Economics departments of colleges, in mechanical-drawing classes of high schools, in lumber yards, builders' offices, and by loan companies and banks eager to invest money in home mortgages. In homes throughout the U. S. youngsters and oldsters are using the models to help them project their dream house.

On this page are photographs of the first LIFE house sold. Designed by Richard Koch for a family of \$2,000 to \$3,000 income, it was built by County Homes Inc. in White Plains, N. Y. Similar Koch houses are going up in Philadelphia, Atlanta and Seattle. Plans for the White Plains one were slightly modified to conform with the plot.

To Fred Heaney, statistical clerk for the Texas Oil Company, this house was the realization of his dream. For \$7,400 Mr. Heaney bought it and the land: \$2,000 down payment, \$47 monthly payments, including taxes etc., to amortize and carry a \$5,400, 25-year mortgage. Mr. Heaney is engaged to Marie Linehan of White Plains. In the spring, Mr. & Mrs. Heaney will be "at home" in their new LIFE house. To see how their house is furnished, turn the page.

For a list of builders constructing LIFE houses, and department stores furnishing them, see page 80.



CORNER VIEW OF \$7,400 WHITE PLAINS HOUSE

# LIFE HOUSES

## White Plains House is Furnished With Plain Modern Design Units



JAN RUHTENBERG

The furniture world is so full of a number of things that most newlyweds are as bewildered as kings. That, at any rate, is the opinion of Jan Ruhtenberg, 42-year-old Swedish architect who was commissioned by the John Wanamaker store in New York to create a new line of furniture for the LIFE house recently completed in White Plains (see preceding page).

Mr. Ruhtenberg came to America four years ago to teach at Columbia University's School of Architecture. In Sweden he built a few houses but, because there was so little new building there, he spent most of his time designing modern Swedish furniture.

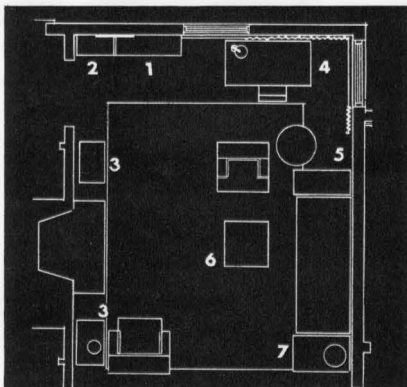
Like many other modern designers Mr. Ruhtenberg believes in simple, functional design. Unlike most other designers he has succeeded in having his ideas executed in good materials at prices within reach of the many.

On this and the following pages are some of the basic pieces created by Mr. Ruhtenberg for the LIFE house in White Plains. The first piece he designed was the large bookcase (No. 1). Next he made the same piece with doors (see p. 38). Then he divided each piece in half (No. 2 shows bookcase). Since all four pieces are the same height and depth they can be assembled in numerous combinations, one of which is shown in sketch in this column. The next piece was a four-drawer chest, also the same height. The couch end table (No. 7) with shelves for telephone, books, knickknacks, and an enclosed space for bedding, is the same height as the one-shelf bookcase (No. 5). Furthermore these units are built on the same type frame or base. When assembled, as in sketch at bottom of column, they appear like one single large unit.

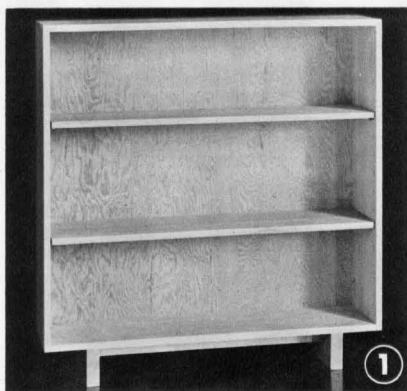
Since the living-room desk (No. 4) is the same dimensions as the desk in boy's room on page 38, both of these units can also be assembled. Together they form the large worktable and desk in center sketch.

In Sweden, Mr. Ruhtenberg used white birch for most of his furniture. In the U. S. he uses white maple because it is plentiful, sturdy, inexpensive. The cost of the pieces in the White Plains house varies from \$1.95 for a small wall shelf to \$22.95 for the four-drawer chest in natural finish. In the White Plains house the living-room furniture is finished in black lacquer, the dining room and master bedroom in honey-color wax, the boy's room in gray paint, the playroom in red lacquer. Another innovation in the game room is the use of Airtex cushions for the settees.

The complete furnishing of the White Plains house cost \$1,500. Of this, \$863 is for the furniture, exclusive of rugs, draperies, fixtures. Mr. Heaney who bought the house is hopeful of buying the furniture by next spring when he expects to move in.



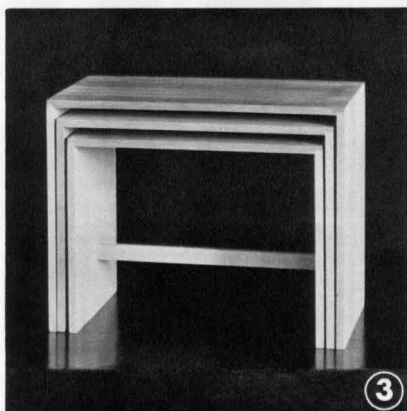
FLOOR AND FURNITURE PLAN OF LIVING ROOM



DOUBLE BOOKCASE, \$9.50, NATURAL FINISH



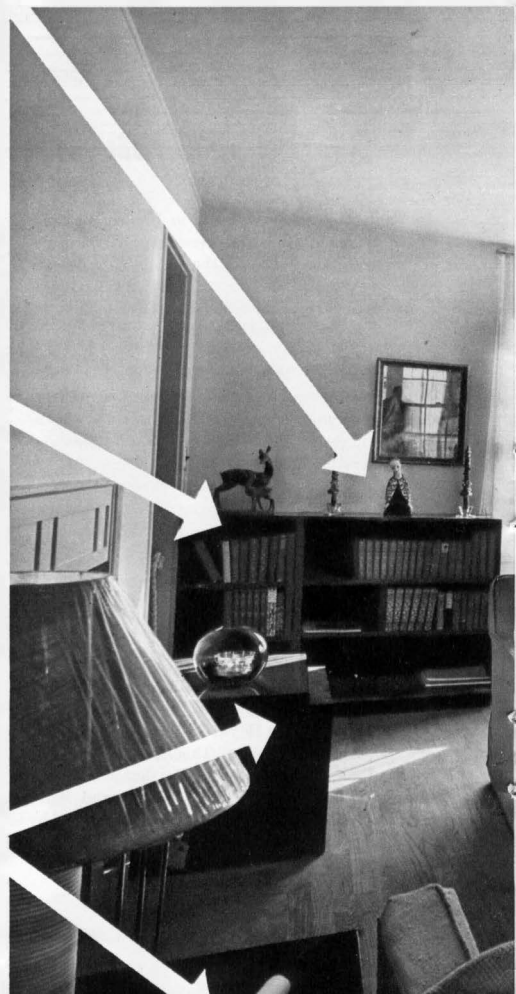
SINGLE BOOKCASE, \$5.95, NATURAL FINISH



NEST OF TABLES, \$10.50. WITH LACQUER, \$17.50



THIS IS HOW THE LIVING ROOM LOOKED BEFORE







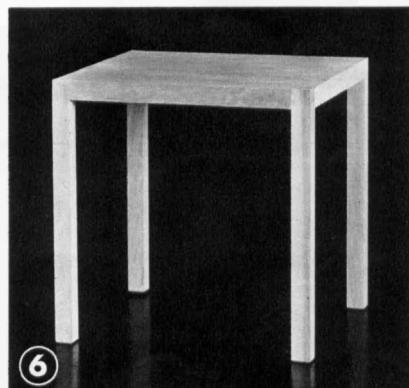
FURNISHING. BELOW, SAME ROOM FURNISHED. NOTE CURTAIN AND DRAPERY TREATMENT OF WINDOWS



DESK, LACQUERED, \$26.95, CHAIR, \$6.95



LOW BOOKCASE AND COUCH END, \$6.95, NATURAL



COMFORTABLY HIGH COFFEE TABLE, \$6.50, NATURAL

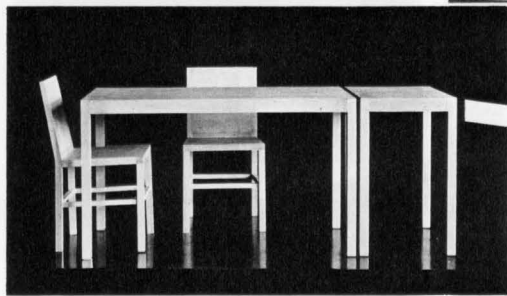


SPACIOUS COUCH END, \$14.95, NATURAL

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(continued)

# LIFE HOUSES



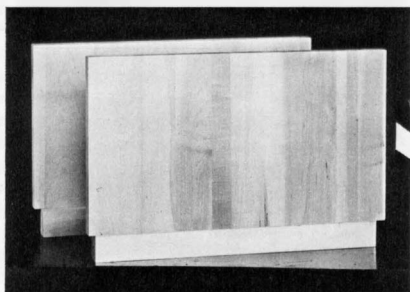
EXTENSION MAKES DINING TABLE (\$13) FOR SIX



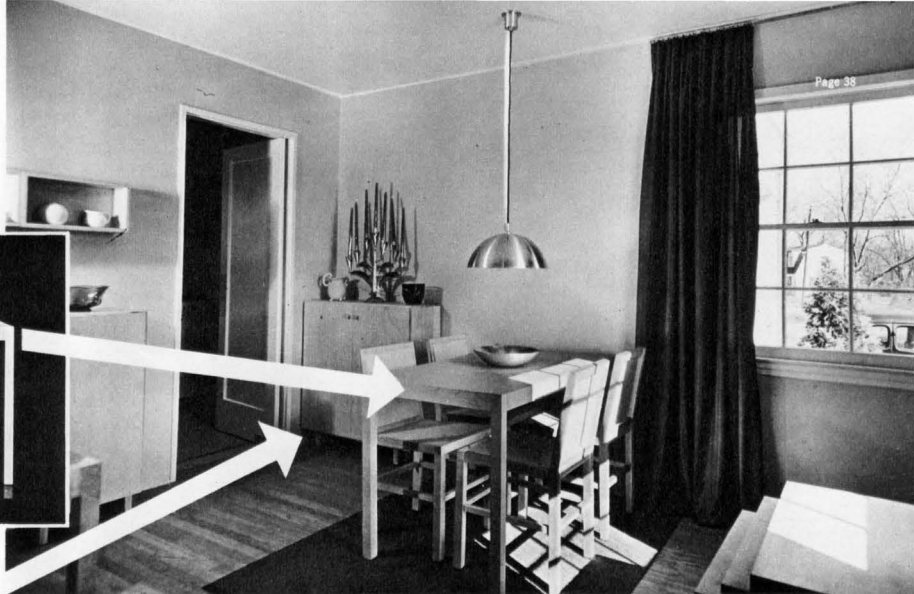
DOUBLE CABINET COSTS \$17.95, UNPAINTED



THREE-DRAWER CHESTS COST \$19.95 EACH



BED ENDS ARE ADJUSTABLE TO ANY LENGTH



The dining room shows how the furniture may be adapted to various uses. The larger table used here for dining is also suitable for a living room. The small table can be

used as a serving table, typewriter stand, or dining-table extension. The nest of tables at the right can be used as a child's table and bench and as end tables in any room.



Master bedroom uses two three-drawer chests along same wall. By having only one mirror for both, the effect of a single unit is achieved. Depth is given to the room by

painting two walls dark, two light. The boys' room (*below*) uses table-desk. The chair is like dining ones. All the side chairs have the back legs cut down to discourage tipping.





# Gifts FROM Hollywood

PERSONALIZED MAKE-UP SETS FOR BLONDES, BRUNETTES, BROWNETTES, REDHEADS



**COLOGNE AND TALC**  
THE NEW Max Factor Parfum  
Cologne...either "Trocadero" or  
"Cocoanut Grove" and Talc...\$1.50



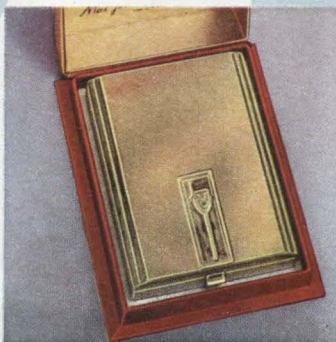
**AUTOGRAPHED MAKE-UP SET**

MAX FACTOR'S Face Powder, Rouge  
and Tru-Color Lipstick in color harmony. **\$2.50**  
*Autographed by famous Hollywood stars.*



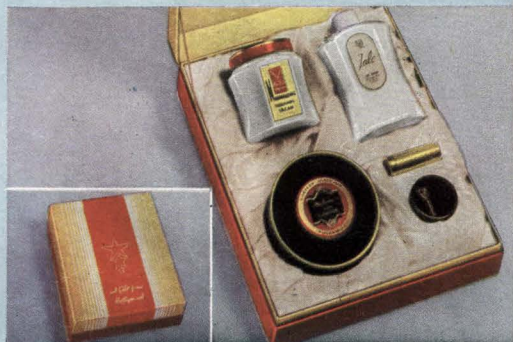
**MAX FACTOR FACE POWDER**

HOLLYWOOD'S famous face powder in  
color harmony shades for blondes, brun-  
nettes, brownettes and redheads. **\$1.00**



**HOLLYWOOD VANITY**

NEW modern design, gold-  
finish Double-Vanity... loose-  
powder style, with rouge. **\$2.00**



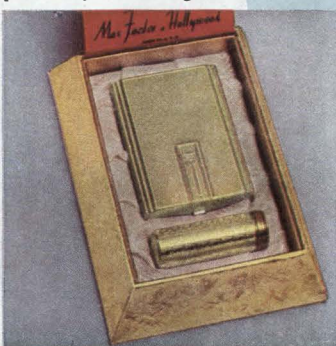
**MAX FACTOR MAKE-UP SET**

A LOVELY gift box containing Max Fac-  
tor's Powder, Rouge, Tru-Color Lipstick,  
Normalizing Cleansing Cream and Talc. **\$3.55**



**SPECIAL MAKE-UP SET**

CONTAINS Max Factor's Face Powder,  
Rouge, Tru-Color Lipstick, Normalizing  
Cleansing Cream, Skin Freshener, Talc. **\$4.55**



**VANITY-LIPSTICK SET**

MAX FACTOR Vanity for rouge  
and loose-powder and the sen-  
sational Tru-Color Lipstick. **\$3.00**



**COLOR HARMONY MAKE-UP SET**

THE color harmony ensemble of Max  
Factor's Powder, Rouge and Tru-Color  
Lipstick and six other requisites. **\$7.55**



**DELUXE MAKE-UP ENSEMBLE**

A LUXURIOUS Christmas set containing  
eleven Max Factor "Cosmetics of the Stars" **\$9.55**  
...a gift that any girl will prize.

Created by  
**Max Factor**  
HOLLYWOOD



**COLOGNE AND TALC SET**

Something new! Max Factor Parfum  
Cologne "Trocadero," "Cocoanut  
Grove" and Talc... **\$2.50**



# Only "the Finest" is Fine Enough for Christmas



*Seagram's  
Crown Whiskies  
"America's Finest"*

*Seagram's "V.O."  
"Canada's Finest"*

*This Year Seagram Products are Beautifully Encased in Special Christmas Packages—Reproduced from Luxurious Antique Tapestries and Modern Brocades.*

#### SEAGRAM'S KING ARTHUR GIN

"Soft-stilled" by an exclusive Seagram process, this richer tasting gin is distinguished for its finer bouquet and the smooth, silky flavor it gives a Martini or any other gin drink. An exceptionally high quality gin—always uniform. Distilled from 100% American grain neutral spirits. 90 Proof.

#### SEAGRAM'S PEDIGREE 8-Year-Old Rye or Bourbon

A hearty, robust 8-year-old whiskey. Bottled in bond under Canadian Government supervision. 100 Proof. Distinguished for its rich aroma and its deep mellowness of flavor. Quart size packed in beautiful molded reproduction of an antique volume. Pint size in attractive duvetyn bag. A superb gift.

#### SEAGRAM'S 7 CROWN Blended Whiskey "America's Finest"

A rich tasting whiskey without a trace of heaviness. This famous Seagram blend is a perfect Christmas gift for those who like a full-bodied whiskey. It is "America's Finest" rich whiskey, blended by master craftsmen. 60% neutral spirits distilled from American grains. 90 Proof.

#### SEAGRAM'S 5 CROWN Blended Whiskey "America's Finest"

This delicious whiskey is "America's Finest" mild whiskey. The craftsmanship of master blenders keeps the flavor perpetually uniform. An appropriate gift for men who prefer a delicate-tasting American whiskey. 72½% neutral spirits distilled from American grains. 90 Proof.

#### SEAGRAM'S "V.O." Canadian Blended Whiskey "Canada's Finest"

Deliciously delicate—yet deeply satisfying. For the man who appreciates fine Canadian Whiskey, Seagram's "V.O." is an ideal gift. 86.8 Proof. 6 years old. Extremely light, clean-tasting. A masterpiece of the blender's art; in our opinion, "Canada's Finest" Canadian Whiskey.

Copy, 1938, Seagram-Distillers Corporation, Executive Offices, New York.

## Say Seagram's and be sure of "the Finest"





*"Come Landlord fill the Flowing Bowl"*

The above painting was inspired by an old English verse, composed by John Fletcher, a contemporary of Shakespeare. This hearty old melody is still sung today as a popular expression of good fellowship and good cheer.

Since 1857, the name "Seagram" has been a hallmark of quality, a symbol that stands for "the finest." At this season of good fellowship and good cheer, your taste cannot be questioned when you give Seagram's.

**"The Finest" Stores and Bars are Featuring the above  
Seagram Display during the Holidays • Look for it**



NOW THEY ALL WANT THESE NEW BUXTONS!

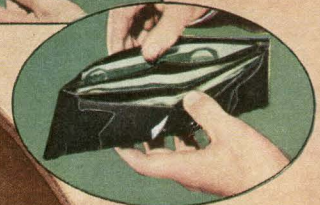
## New—FOR MEN:

No matter how many billfolds he has, he hasn't one like this! Buxton's unique "3-Way" is actually *three* folds in one. Changeable at a moment's notice to suit his different needs. The versatile "partition" actually plays three roles. A "hideaway" for large bills, personal papers, etc.; an extra, wafer-thin billfold to carry separately (just right for "dressy" occasions or other special use); or it makes *three* full-length compartments, separating checks, bills, etc.—a regular pocket file.

**A SECRET COMPARTMENT**  
— Draw the "partition" toward you—Lift out the end—It reveals an extra, full-length compartment, a "hideaway" for larger bills and personal papers.



**NOW IT'S TWO BUXTONS—**  
The "partition" is actually a wafer-thin, extra billfold, complete in itself—completely removable—with all the necessary pockets, too.



**A DOUBLE "PARTITION," TOO—**Insert the inner fold open side up (it locks in) . . . and you have 3 full-length compartments separating checks, bills, papers, etc.

**BUXTON "3-WAY" BILLFOLD** in India Goat, \$5.00; snap model Key-Tainer in Pigskin with 6 patented, detachable locked loops, \$4.00; other billfolds from \$1.00 to \$15.50; matching Key-Tainers for as little as 50¢. Also Buxton matched gift sets in finest leathers up to \$50.

**BUXTON'S STITCHLESS CONSTRUCTION, TOO:** The "3-Way" and its "inner self" are each cut out of a single piece of leather, skillfully folded and self-interlocked. No thread to rot—or tear the leather—no glue to come apart. Nothing but fine leather and fine leather craftsmanship.

## New—FOR WOMEN:

Lady Buxton pocket leatherware in smart "accessory colors" is the hit of the year! It comes in several very swagger, very practical designs (which we patented, by the way!). Adds the Finishing Touch to ensembles. And yet, the prices are so amazingly low (as little as \$1 for some models) that you can give her this lasting holiday remembrance with little or no strain on your pocket-book. And it's a gift she's sure to like.

# BUXTON

**BILLFOLDS...  
KEY-TAINERS...  
POCKET CASES**

**IN SIX STUNNING COLORS:** There are wafer-thin billfolds, stitched only at the sides so they can't "bulge" or "buckle"—with or without a special coin pocket; matching change purses; and the Lady Buxton Key-Tainers that carry keys on patented, detachable Locked Loops. Some have special pockets for driver's license.

**DE LUXE MODELS** in Calf and Pin Seal, \$3.50 and \$5. Others only \$1 for solid colors; \$1.50 to \$2 for "two-tone" models. Write for your complimentary copy of "Leather for the Layman," a useful booklet, and our special gift shopper's list with suggestions for all the family. Buxton, Inc., 905 Main Street, Springfield, Mass.







HAPPY FINALE OF "THE BOYS FROM SYRACUSE" OCCURS WHEN SEERESS (IN BLACK) QUOTES SHAKESPEARE, AND SAVO (RIGHT) IDENTIFIES SOURCE TO AUDIENCE



SLAVE (SAVO) AND COURTESAN'S SECRETARY (HEIDI VOSSELER) DANCE

## OLD SHAKESPEAREAN COMEDY COMES TO BROADWAY AS A RIBALD MUSICAL



SAVO AS DROMIO

With four out of eight of Broadway's autumn hits musical comedies, the curious mixture of song, dance, jest, speed and beauty that makes the U. S. musical show is having its biggest year since 1927-28. Newest musical to click overnight is *The Boys From Syracuse*, which opened Thanksgiving eve. Here, in fact, is melodic entertainment at its best. Its plot about identical twins from Syracuse and Ephesus who have identical twins for slaves is as ancient as Plautus, the great Roman playwright, from whom Shakespeare rewrote it for his *Comedy of Errors*. Now

George Abbott, producer of *Boy Meets Girl* and *Room Service* rewrites it again, streamlining its ribald matrimonial tangles with 1938 U. S. slang. All of Shakespeare that remains is the line: "The venom clamours of a jealous woman poisons more deadly than a mad dog's tooth," and its source is gleefully confided to the audience by Comedian Jimmy Savo. Beside it, such Abbott modernities as "He's an irresponsible louse" and "We played that personality rating game in the kitchen and I got 2% in sex appeal" create fine low comedy.

The result is a fantastically funny and bawdy show in the best musical tradition. Its chorus is as stunning as any seen on Broadway. Its scenery, which rolls on and off the stage in full view of the audience, is beautiful. Its acting, with pantomimic Jimmy Savo and irascible Teddy Hart as the twin slaves, reveals two top comedians at their best. Its music by Rodgers & Hart, tune makers of *I Married An Angel* and *I'd Rather Be Right*, is packed with melodies promptly snatched up for plugging over the radio. Best songs: *This Can't Be Love* (because I feel so well), *The Shortest Day of the Year* (has the longest night of the year) and *Sing For Your Supper* (and you'll get breakfast).

CONTINUED ON NEXT PAGE



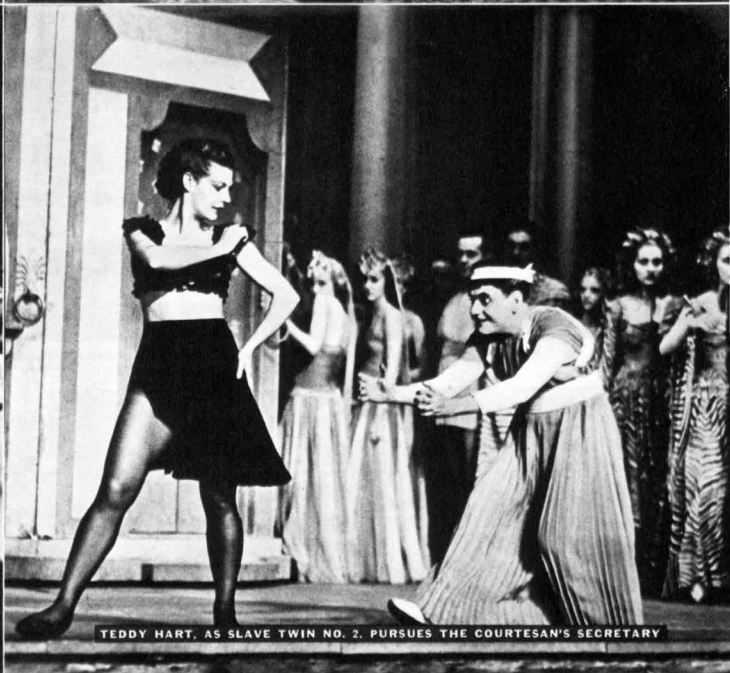
ADRIANA, MATRON OF EPHEBUS, MISTAKES HUSBAND'S TWIN FOR HUSBAND



LUCE, THE KITCHENMAID, MISTAKES HUSBAND'S TWIN FOR HUSBAND



THE CHORUS DOES A TAP DANCE TO RODGERS & HART'S "OH, DIOGENES"



TEDDY HART, AS SLAVE TWIN NO. 2, PURSUES THE COURTESAN'S SECRETARY



ALICE CRAIG DOES A CARTWHEEL DURING SINGING OF "DEAR OLD SYRACUSE"



THE LONG-SEPARATED SLAVE TWINS ARE REUNITED IN THE FINALE



# Why this New HIGH-VITAMIN YEAST is of Vital Importance to You

Potent combination of 4 essential Vitamins and the remarkable "booster action" of fresh yeast itself—gives more complete results—more than *just vitamins alone*

## Try this unique Vitamin food

### THESE QUESTIONS AND ANSWERS TELL YOU WHAT YOU WANT TO KNOW:

**1 Is there any need for most of us to take any vitamins besides those we get in our meals?**

Yes. Many studies indicate that a large proportion of the people are getting fewer vitamins than they should, to be in splendid health.

**2 How can I tell whether I need extra vitamins?**

If your colds are severe and "hang on," you very likely need more Vitamin A.

If you are nervous, irritable and have poor digestion, B is often needed.

Plenty of Vitamin D is essential for the proper use of calcium and phosphorus which are necessary for strong bones and hard teeth.

Tiring easily, too early aging may be due to a shortage of Vitamin G.

**3 Do some people eat extra vitamins and not feel improvement?**

Yes. Slow digestion may prevent their assimilating the vitamins properly.

**4 How can poor vitamin assimilation be helped?**

Slow digestion can often be quickened and stimulated by eating Fleischmann's new High-Vitamin Yeast, so that the vitamins are used by the body more quickly and completely. In this way yeast acts as a "booster" for the vitamins.

Further, science has discovered that unless all of the factors of the Vitamin B "complex" are present, it is impossible to secure normal nutrition. All of these factors are available to you in Fleischmann's new High-Vitamin Yeast.

**5 Do I need an equal amount of each of these vitamins?**

No. The number of units needed varies greatly, as you will see below.

**6 Do I need all these vitamins every day?**

Yes. To keep yourself well supplied, it is safest to take all these vitamins daily.

**7 How much of my vitamin requirement will two cakes a day of Fleischmann's High-Vitamin Yeast give me?**

It will give you, with your meals, *more than* the recognized minimum requirements of A, B and D.

6200 units of Vitamin A  
300 units of Vitamin B<sub>1</sub>  
800 units of Vitamin D

and gives you a very rich amount, 100 to 120 units, of Vitamin G.

**8 Won't these extra vitamins every day cost me more than I can afford?**

They will cost you only a few cents a day at your grocer's, if you get them in Fleischmann's High-Vitamin Yeast.

Read the great number of vitamin units now in Fleischmann's new HIGH-VITAMIN Yeast

2 cakes a day give you  
Vitamin A 6200 Units  
Vitamin B<sub>1</sub> 300 Units  
Vitamin D 800 Units  
Vitamin G 100-120 Units

All the average person needs (in addition to his meals) of A, B and D, and a rich supply of the vitality vitamin G.

\* \* \*

**Fleischmann's Yeast gives you more than just Vitamins . . .**

Fleischmann's High-Vitamin Yeast helps stimulate slow digestion, increase the flow of the digestive juices in the stomach.

This better digestion helps you make fuller use of the vitamins you eat. It "boosts" their assimilation.

Don't eat vitamins and fail to get their full good.

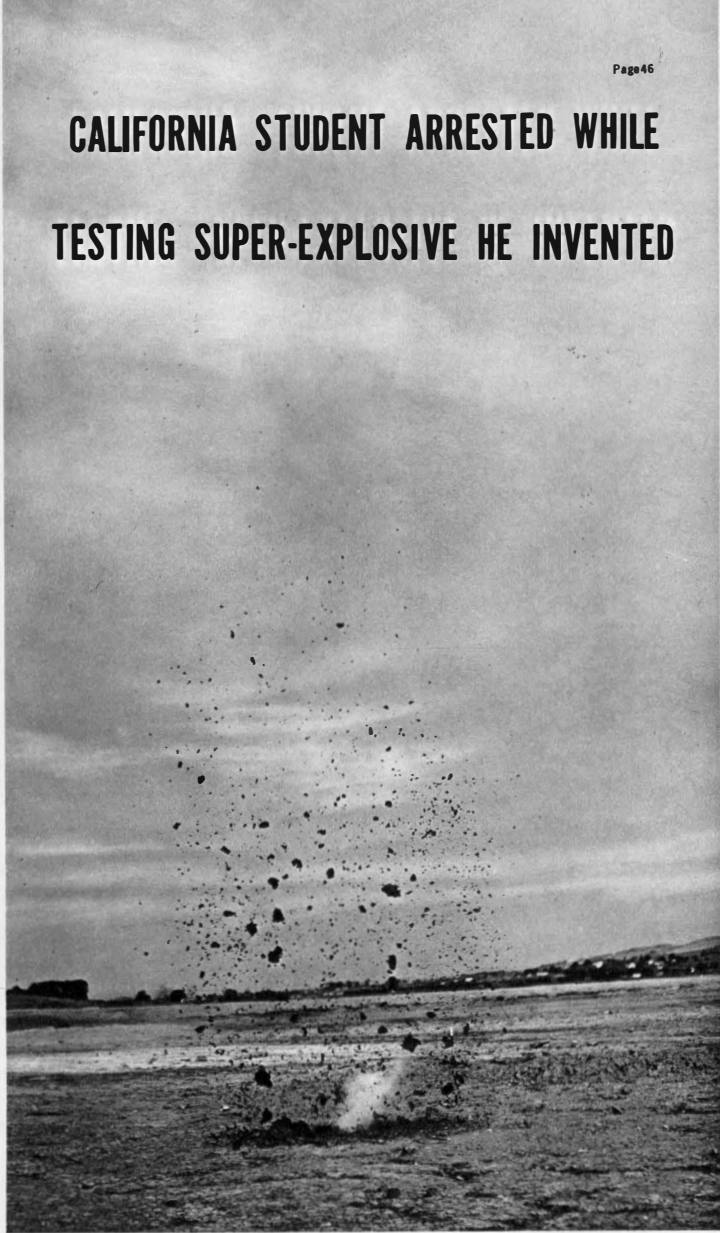
Eat your vitamins in this *effective* way—in Fleischmann's new High-Vitamin Yeast.



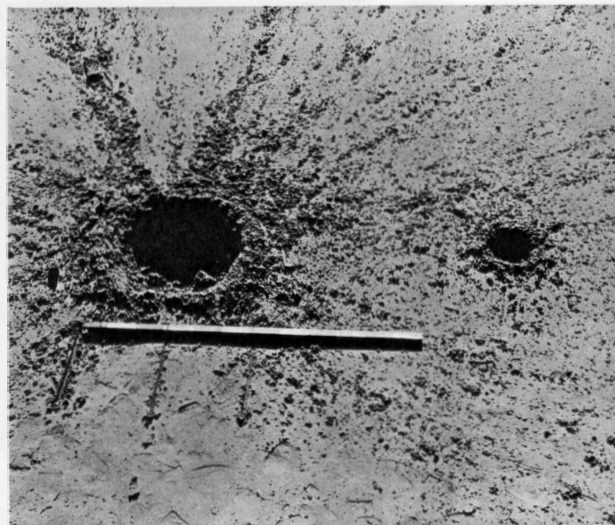
## CALIFORNIA STUDENT ARRESTED WHILE TESTING SUPER-EXPLOSIVE HE INVENTED



SMALL CHARGE OF NEW EXPLOSIVE CREATES 40-FT. GEYSER OF EARTH



EQUAL CHARGE OF COMMERCIAL DYNAMITE DOES RELATIVELY LITTLE HARM



Crater at left made by the new explosive ST alpha is three times as wide as the crater at right blasted by equal volume of dynamite. The two charges were buried at same depth.

On the evening of Nov. 10 residents of the East Bay district of San Francisco Bay were disturbed by violent explosions. Police Chief Lloyd Jester tracked the sounds to their source, found Wendell B. Zimmerman (right) busily blowing up an old but sturdy wall around the city dump. At the police station Zimmerman, a graduate student at the University of California, explained he was testing an explosive he had invented independently, which he claimed was 13 times more powerful than nitroglycerin. To prove his statement, Zimmerman exhibited the wall which in one place was chipped by dynamite and in another was knocked down by an equal quantity of his own product.

The pictures on this page show the comparative effects of dynamite and Zimmerman's explosive, which he calls ST alpha. The tremendous shower of earth (above, left) was thrown 40 ft. in the air by a charge of approximately 2 cu. in. of ST alpha. Exactly the same volume of 40% dynamite created the small explosion at right. The two charges, though buried at exactly the same depth, produced craters vastly different in size (left).

The inventor kept secret the formula, offered to reveal it only to the U. S. Army, a representative of which witnessed one of his demonstrations. He said the powder was composed of harmless ingredients that combined to set up a new detonation principle making the product ten times more potent than blasting gelatin, the most formidable explosive used today. Zimmerman claims that the powder is of great value for military purposes but not as a propellant in guns.



WENDELL ZIMMERMAN



Jack and Jill

12" x 15½" Full-Color Copy  
of this Vernon Grant painting.  
Free of Advertising Matter.  
With frame and glass.  
For only four Kellogg's Rice  
Krispies package-tops and 25c.

"I'M TAKING ORDERS FOR THESE!"



● Here's a happy gift for *anyone*! As beautiful as this picture looks, here, it is *even more beautiful* and striking in its full size! Send for it today—or any of the other pictures in the set of six. You'll receive it in time for Christmas—to delight the heart of someone; to make every day, for many years to come, as merry as Christmas Day!

Start *now* to collect package-tops of Kellogg's Rice Krispies. You'll enjoy eating this *real-rice* cereal . . . made with an exclusive, secret Kellogg flavor . . . oven-toasted to crunchy, golden-crispness . . . so crisp it actually *crackles* in milk or cream! Your grocer sells Kellogg's Rice Krispies. Order your packages from him *today*!

**SO CRISP they crackle  
in milk or cream!**



Other pictures in this series are: Humpty Dumpty; Little Jack Horner; Peter, Peter, Pumpkin Eater; Jack Be Nimble; and Twinkle, Twinkle, Little Star. For each picture, with frame and glass, send four package-tops and 25c. For all six pictures, with frames and glass, send twenty package-tops and \$1.40. For each unframed picture, send two Kellogg's Rice Krispies package-tops and a 3c stamp.

KELLOGG COMPANY, Dept. 38, Battle Creek, Mich.

Send me the following pictures *with frames and glass*:

☐ Humpty Dumpty ☐ Peter, Peter, Pumpkin Eater  
☐ Little Jack Horner ☐ Jack Be Nimble  
☐ Jack and Jill ☐ Twinkle, Twinkle, Little Star

☐ For each, I am enclosing four Kellogg's Rice Krispies package-tops and 25c. ☐ I want all six pictures with frames and glass. I am enclosing twenty package-tops and \$1.40. ☐ I want the pictures unframed. For each picture checked I am enclosing two package-tops and a 3c stamp.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Kellogg's RICE KRISPIES**



It keeps his **GINGER** up!



Here's the great gift to the American taste, and—the American love of pep, ginger and go! Canada Dry—the quick picker-up, the bracer, the inward re-freshener! Why? Because Canada Dry's famous secret process extracts the full, rich flavor of the world's costliest ginger root! Enjoy its cheery sparkle with the Christmas dinner. And all Christmas day, whenever you feel the need of a tasty, tangy lift, call for Canada Dry! It's gingervating!

**Drink Canada Dry Ginger Ale**

**IT'S GINGERVATING!**

**Picks you up . . . aids digestion**

**LISTEN TO "INFORMATION, PLEASE!"** The new Canada Dry radio hit.  
See your local paper for station and time.

Copyright 1938, Canada Dry Ginger Ale, Inc.  
"The Champagne of Ginger Ales"





SUNDAY AFTERNOONS 9,000,000 AMERICANS GET MUSICAL EDUCATION LISTENING TO THE PHILHARMONIC SYMPHONY. THESE ARE THE ORCHESTRA'S FRENCH HORNS

# Music

## TEN MILLION AMERICANS BECOME MUSICALLY LITERATE

Today in America, 10,000,000 people, most of them public-schoolchildren, are studying music. Millions of Americans actually play instruments—in the 156,000 school bands and orchestras, in the 200 local symphony orchestras which have become an integral part of American life over the past 15 years. The sale of band instruments has quadrupled in the past 20 years, doubled in the past five. Through education, America is at last satisfying its urge for music. The urge has always been here. It has always been eager. But it has too often been illiterate.

In Colonial days, while Europe produced the tremendous works of Bach and Handel, busy American pioneers were quavering monotonously but enthusiastically away at the few hymns they knew. Forty years before the Revolution, formal concerts were held in Boston. In the 1740's, singing-schools were springing up in New England. In 1759, New Orleans was producing French opera. Just after the French and Indian War, there were several good choruses in Boston, one of them led by Samuel Adams whom Tories accused of teaching revolution as well as



CURTIS INSTITUTE STUDENTS COME FOR A LESSON

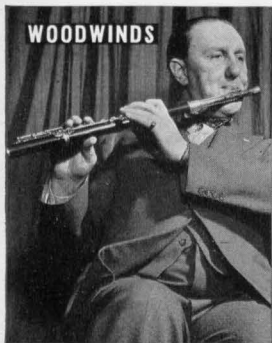
chorales. By 1791, a 30-piece orchestra was playing Haydn in Charleston, S. C.

All this time the singing-school, a group of people who hired a teacher to lead them, became the center of U. S. music. It spread westward where, 100 years ago, the now-famed Oberlin (Ohio) Conservatory had its beginnings. By 1840, public schools were taking over the work of the singing-school.

The public schools have been the greatest influence in U. S. music education. Since the War, they have sloughed off the inadequate methods which hampered them, have turned out musically-alive children who have led their elders into the paths of music. The radio has been of incalculable educational value. So has the Federal Music Project which has given millions of free music lessons to young and old. And the Depression of the 1930's may go down in future history as a turning point in American musical education. Forced to seek their own inexpensive devices for amusement, Americans have dusted off their pianos, brought neglected violins out of closets and, in their use, have recovered a long-forgotten delight.

CONTINUED ON NEXT PAGE

## WOODWINDS



**The flute**, No. 1 woodwind, has warm and dark low notes, clear and mellow upper notes. Above: John Amans.



**The oboe**, the hautboy used in Shakespeare's plays, has a wistful tone. Above: Bruno Labate.



**The clarinet** is reedy, like the lyric oboe, but it has a more dramatic tone. Above: Simeon Bellison.



**Bass clarinet** has deep notes, looks like a saxophone but sounds better. Above: Edmond Roelofsma.



**The bassoon** has a low, mournful tone, is sometimes used for comic effect. Above: Benjamin Kohon.

## STRINGS



**The violin** is major orchestral instrument. Philharmonic has 18 1st violins; 16 2nd. Above: Misha Piatro and Imre Pogany.



**The viola**, which is longer than the violin, has a lower range and a darker, more melancholy tone. Above: Zoltan Kurthy.



**The cello**, or "violoncello," is tuned an octave below the viola. It is the baritone of the strings. Above: Joseph Schuster.



**The double-bass**, also called the contrabass or bull fiddle, gives a deep and solid foundation. Above: Anselme Fortier.

## RADIO AND THE PHILHARMONIC-SYMPHONY



**The New York Philharmonic-Symphony Orchestra** is the oldest orchestra in the country, second oldest in the world. It goes back to 1842, when 63 musicians came together and formed an orchestra on a profit-sharing basis. Today the orchestra, conducted by John Barbirolli, has 102 members, gives 108

## BRASSES



**The trumpet** is the most commanding instrument in the orchestra, and therefore gives the worst effect when it goes sour. Trumpeters like Harry Glantz (above) seldom go wrong.



**The trombone** is a descendant of the old English sackbut. It seldom plays alone. The trombone choir is often massed for solo effects. Above: Mario Falcone.

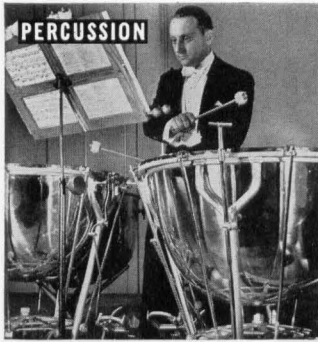


**The tenor tuba**, 18 ft. long if uncoiled, supplements the bass tuba. Above: Enrico Bazzaco.



**The bass tuba** has lowest note: two octaves and fifth below middle C. Above: Vincenzo Vanni.





**Tympani**, or kettledrums, are the only drums with definite pitch. A set has a range of an octave and a half. Above: Saul Goodman.



**Bass drum and cymbals** provide exciting moments and effects, and are the instruments used in the crashing symphonic finals. Above: Ruben Katz.



**Xylophone and snare drums** are used for incidental effects. Other percussion instruments are tambourines, chimes, triangles, glockenspiel.

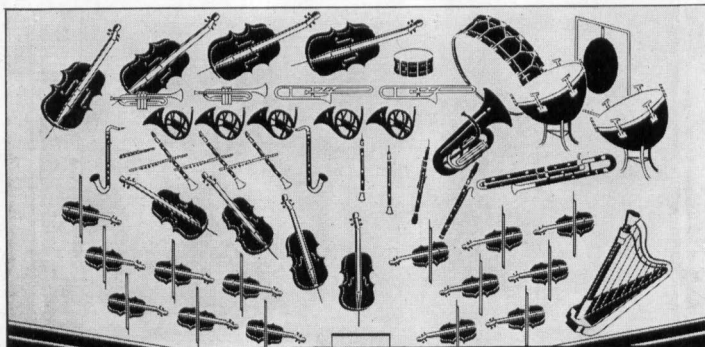


**The harp**, seldom a solo instrument in orchestra, is used to add tone-color. Above: Theodore Cella.

## IMPROVE AMERICA'S EAR AND TASTE



concerts a year, has an annual budget of some \$600,000. Before Mozart, a symphony orchestra had only strings, flutes, oboes, bassoons, a horn, a trumpet, perhaps kettledrums. Mozart, by the 1780's, had added clarinets and trombones. Beethoven filled out the orchestra with most of the instruments used today.



The seating of an orchestra varies with conductors. The Philharmonic's arrangement is typical. First violins are at right, second at left in front of violas. Back of strings come woodwinds. Back of woodwinds are French horns and other brasses. In the rear are double basses and percussion.



**BARBIROLI'S HANDS**  
CALL FOR INTENSE  
HEARTFELT PLAYING



**NOW THEY ASK FOR**  
A "DOLCE" AND A  
SMOOTH, QUIET TONE



**HEAVY DOWNBEAT**  
CALLS FOR SUDDEN  
SHARP ATTACK

America has heard more good music in the past decade than it has heard in all its previous history. The reason, of course, is the radio. Because of it, music has become the most enjoyed of all arts. Ten years ago, radio devoted only a meager part of its time to good or "classical" music. Even then it included such shoddy stuff as *Poet and Peasant* or *Dance of the Hours* as classics. Today, the radio networks give a full fifth of their total music time to the classics. And the classics mean the weighty works of Bach, Beethoven, Wagner, Sibelius, Stravinsky which the public has come to like and demand.

No radio program has had more influence on musical taste than the Sunday afternoon broadcasts of the New York Philharmonic-Symphony Orchestra. On the air since 1930, the Philharmonic-Symphony is the largest continuous symphonic broadcast in radio. To its Sunday afternoon programs, 9,000,000 people listen regularly. Their response has persuaded hard-boiled businessmen to pay out their money for other symphonic programs. N.B.C. last year got together a very expensive orchestra, and hired Arturo Toscanini, the most expensive conductor in the world, to lead it.

Most of the millions of symphony listeners have never seen a symphony orchestra. On these pages are shown the faces and the instruments of virtually all the first-desk men in the Philharmonic-Symphony (for French horns, see page 49). At left are the sensitive hands of Conductor John Barbirolli, getting music out of his men.

Though 10,000 of the Philharmonic-Symphony's radio listeners are devoted enough to pay \$1 a year for concert program notes, a great part of the audience listens with only half an ear. This casual attention has disturbed musicians. But music educators are now discovering that people are coming to understand and appreciate good music simply because they hear a great deal of it. Today's children, constantly exposed to the radio, have far keener ears for music than any pre-radio generation ever had. Some educators consider this conditioning as important a contribution to musical education as the sensible and well-conducted radio educational hours which many schools use for their music teaching.

When radio came, it was feared that America would become a nation of passive music lovers, content to listen rather than to play. But the rise of classical radio music has been accompanied by a great rise in the number of amateur orchestras (see p. 56). It was also feared that the radio would put the phonograph in limbo. For a while it did. But in the past five years, record sales have increased 600%. Almost two-thirds of this increase was in classical music. In 1921, one of the best years for record sales, the public preferred pieces sung by Caruso, Farrar or Galli-Curci. But today's biggest sales are of symphonies played by the top-notch orchestras.



A FIRST GRADE DALTON PUPIL GIVES ALL HER THOUGHT TO THE PIECE PLAYED



ANOTHER FIRST GRADER WAVES HER HANDS TO EXPRESS THE MUSIC'S SWAY



A FIFTH GRADER, IN PRAYER-LIKE ATTITUDE, ACTS OUT "LEGATO"



A SECOND GRADER WAGS TONGUE AND JINGLES BELLS TO SHOW HER REACTION



## MODERN TEACHING METHODS BRING OUT YOUNGSTERS' TALENTS EARLY



**Precocious children** are the delight of music teachers who have, however, learned that it is unwise to force their young

talent. Prodigies today are usually encouraged to lead a normal child's life. Here are Rose-Marie Baker, 6, and Pa-

tricia Paulson, 7, at the Mannes Music School in New York City. Both started to play the violin before the age of 3.

## Children act out music's meaning, learn rhythm with noise-makers

It used to be thought that a great number of people were by nature tone-deaf, unable to carry or even recognize a tune. A hundred years ago, Lowell Mason, first great American public-school music educator, began to attack this belief. It persisted, however, and as a result thousands of Americans had their interest in music blighted by some teacher who decided that her dilatory pupil was hopelessly unmusical. Modern music teaching is based on contradiction of the old theory. Almost all people, teachers have proved, have some music in them. What the slow or the unwilling need is sensible training.

Some talented youngsters, like those at top, can play instruments at a very tender age. But most average children now begin with "pre-instrument" training before they tackle the complications of piano or violin. Until they are ready, they now play in rhythm bands (*see right*), composed of percussion instruments which beat out the most primitive and easily-appreciated base of all music. These bands have spread fast over the country. The method is simple and is great fun, vastly helpful in training youngsters' ears and in keeping them interested.

Another way of stimulating interest is practiced at the Dalton School in New York City, where the charming photographs on the opposite page were taken. These little girls, listening to a phonograph record, are acting out what they hear in the music.



**The rhythm band** has four major instruments: the triangle, tambourine, drum, cymbals. To these are added rattles,

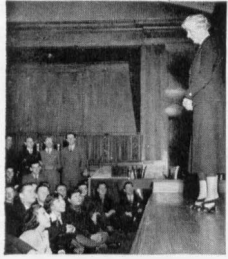
gongs, bells, wood-blocks, tom-toms, gourds, or other noise-making toys. This is the Staten Island (N.Y.) Music Club.



THE MOST FAMILIAR SCENE IN MUSIC TEACHING: BOY AT PIANO, TEACHER WATCHING. HERE, AT CURTIS, ISABELLE VENGEROVA WATCHES 10-YEAR-OLD GARY GRAFFMAN

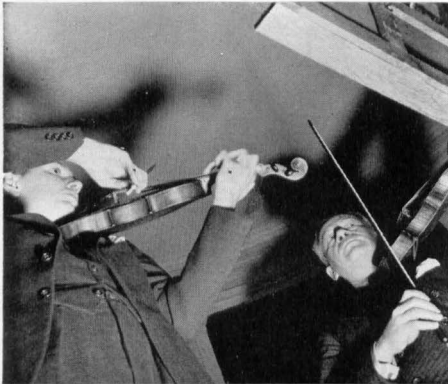


## AT CURTIS INSTITUTE GREAT TEACHERS NURTURE TALENT



MRS. BOK &amp; STUDENTS

The topmost peak of American music education is reached in the rich conservatories, like The Curtis Institute of Music in Philadelphia. In 1924 Mary Louise Curtis Bok, daughter of the late publisher, Cyrus H. K. Curtis of The Curtis Publishing Company, and widow of his great editor, Edward Bok, founded the Institute by endowing it with \$12,500,000. Ever since, she has taken an active and queenly part in running it. A kindly and impetuous lady, she gives her students, all carefully picked for talent, not only free tuition, but sometimes their living expenses, sometimes even the living expenses of their families. She lends them grand pianos to take home for practice, gives them tours through Europe. Above all, she gives them the best possible teaching by a dazzling faculty, whose members include the greatest musical artists alive. Some of the students, starting as prodigies, have been at Curtis for ten years, harbored by the motherly Institute until they are full-fledged and ready to go out into the competitive world of music.



**Violin** at Curtis Institute is taught by great and kindly Efrem Zimbalist, who frequently plays right along with his students.



**Music criticism** class is conducted by Samuel Chotzinoff, New York critic, who keeps pupils alternately laughing and arguing.



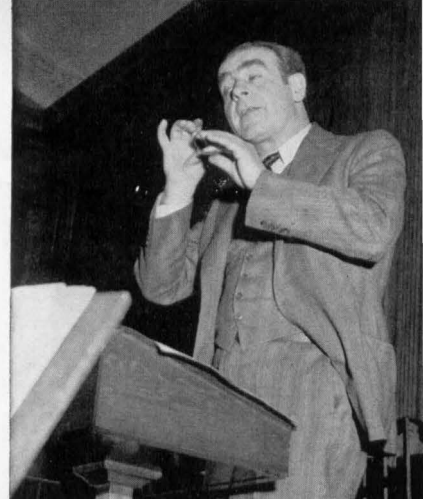
**Voice** is taught by famed baritone Emilio de Gogorza, here getting a round tone.



**Cello** instructor is Felix Salmond, genial Englishman, one of the best cellists alive.



**Harp** is taught by Carlos Salzedo, who conducts the country's best harp department.



MARCEL TABUREAU CONDUCTS WOODWIND ENSEMBLE



SINGING ALONG HE HEARS A SOUR NOTE (BELOW)



AND LEANS OVER TO SCOLD AN ERRING OBOE



ORGAN STUDENTS LEARN HOW TO CONDUCT CHURCH MUSIC BY TEACHING BOY CHOIRS





PORTLAND, ORE.

PORTLAND HAS A 100-PIECE JUNIOR SYMPHONY, AVERAGE AGE 14



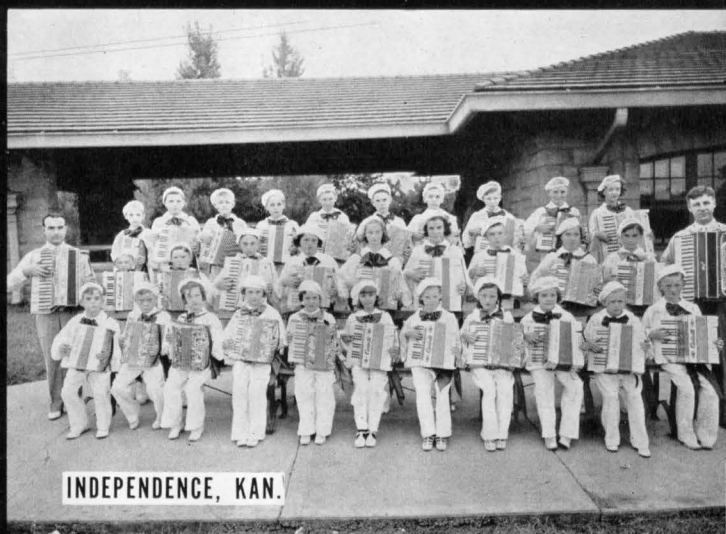
HASTINGS, NEB.

HASTINGS' ORCHESTRA CHARGES 10c ADMISSION, DRAWS AUDIENCES OF 2,000



JOLIET, ILL.

JOLIET'S HIGH-SCHOOL BAND HAS BEEN CALLED BEST IN THE COUNTRY



INDEPENDENCE, KAN.

INDEPENDENCE HAS 116 YOUNGSTERS IN ACCORDION BANDS. THEY GIVE CONCERTS



ALAMO, TEX.

ALAMO'S RHYTHM BAND PLAYS AT BENEFITS, HAS WAITING LIST FOR MEMBERS



DETROIT, MICH.

600 GENERAL MOTORS EMPLOYEES SING TOGETHER IN A HUGE AMATEUR CHORUS

## AMERICA'S AMATEURS MAKE GOOD MUSIC IN 200 LOCAL SYMPHONY ORCHESTRAS

In 1914, there were only 17 symphony orchestras in the U. S. and ten of these were in big metropolises. After the War came a spurt in the formation of new orchestras. With Depression came a greater spurt. Today there are some 200 in the U. S. They are not confined to big cities. They play in places like Keene, N. H., Lamoni, Iowa, Walla Walla, Wash. Their members are largely young amateurs. Many are graduates of grammar and high-school bands which, by providing a nucleus of musicians, have given great impetus to the formation of





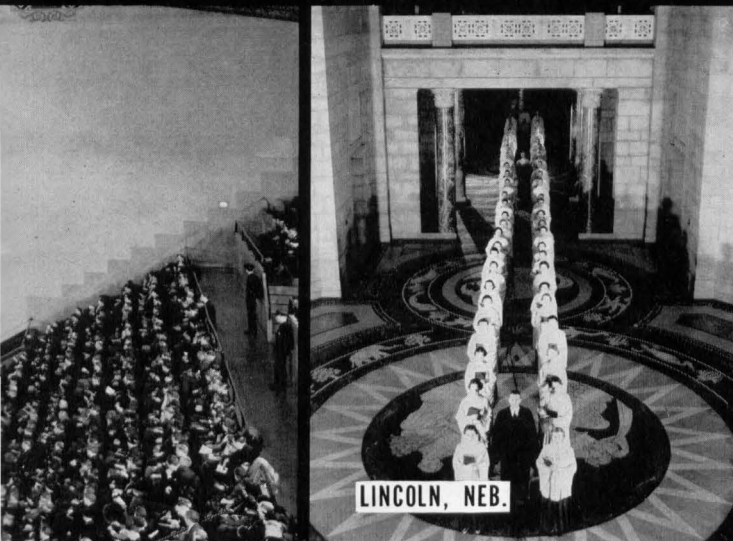
**WATERLOO, IOWA**

WATERLOO'S 80-PIECE, 10-YEAR-OLD ORCHESTRA IS SPONSORED BY THE ELKS



**GRAND RAPIDS, MICH.**

GRAND RAPIDS' SYMPHONY GIVES 9 CONCERTS A YEAR TO CAPACITY HOUSES

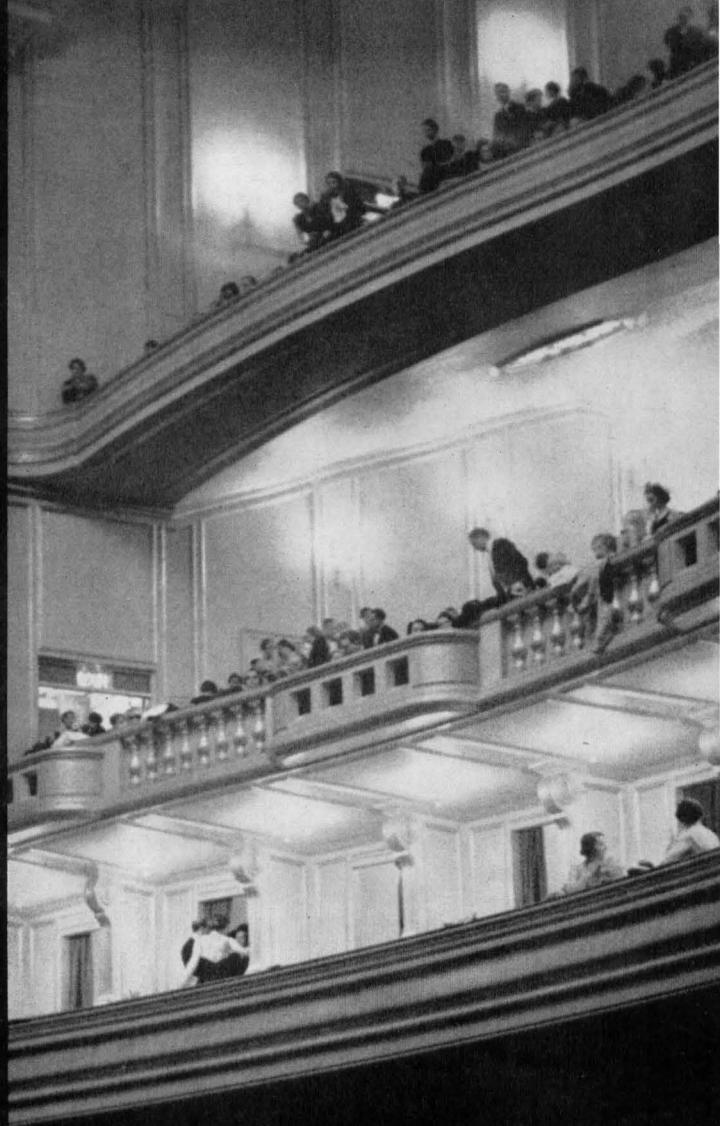


**LINCOLN, NEB.**

UNIVERSITY STUDENTS SING IN CATHEDRAL CHOIR

orchestras. Local audiences are more loyal and interested than plush, big-city audiences, though they still stand too much in awe of classics and are unwilling to listen to modern American music.

Music is a gregarious art but 25 years ago, amateur musicians outside the big cities could seldom find a place to practice the art they had taken such pains to learn. The local orchestra is providing this place. In doing so it gives increasing point to the rich musical education that America is bestowing on its children.



ABOVE: MUSIC IN METROPOLIS; SAN FRANCISCO OPERA; BELOW: ILLINOIS BAND



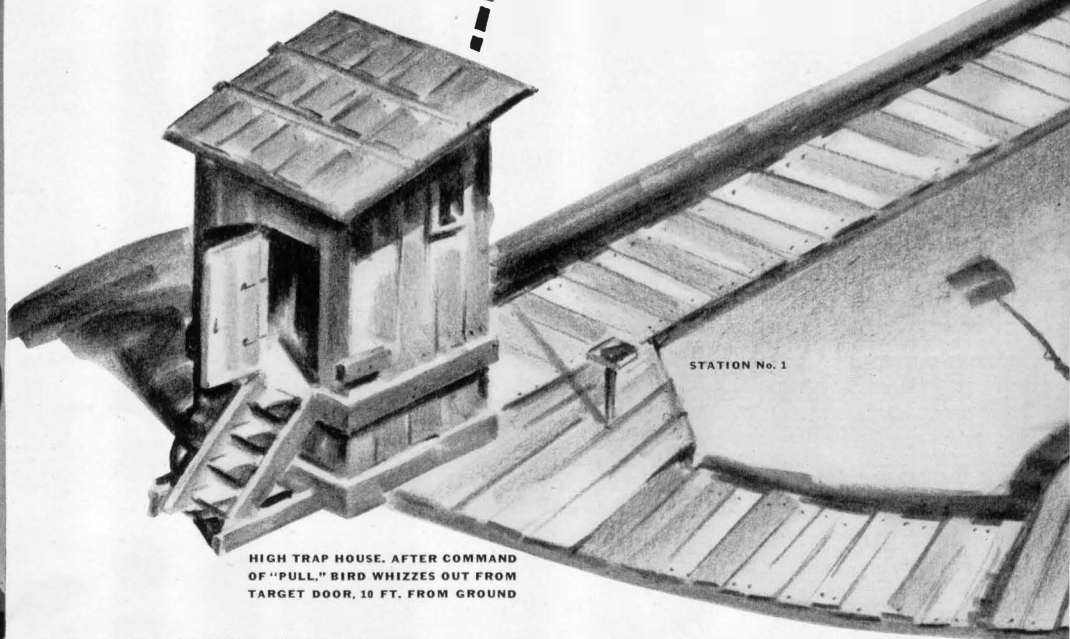
# SKEET

is the best way to learn to shoot

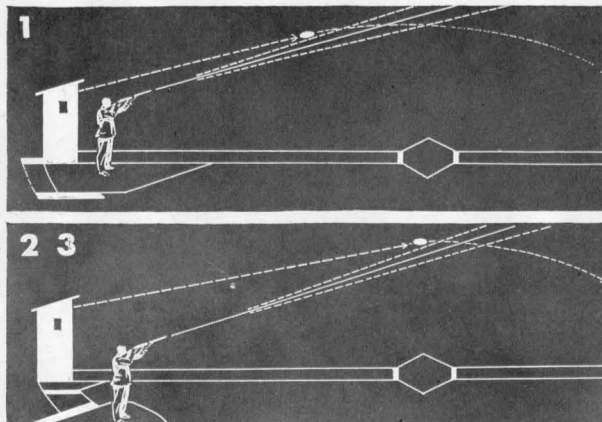
**B**efore a hunter can have need for a retriever like Blind of Arden (see p. 26), he must first learn to shoot. For this there is no better way than to practice on clay "birds" at one of the 3,000 U. S. skeet clubs.

Only 13 years old, skeet today has 75,000 shooters, is America's fastest-growing gun game. Men and women can shoot it easily, and only one of six national champions is over 21. Skeet is a good instructor because, better than any other device, it simulates the actual flight of a live bird in the field. Unlike trapshooting, where every target comes from the same tower, the birds for skeet are hurled from two different towers, one bird high, the other low. The shooter himself fires from eight different stations arranged in a semicircle. In this way he is continually confronted, as in real hunting, by a new angle at the bird.

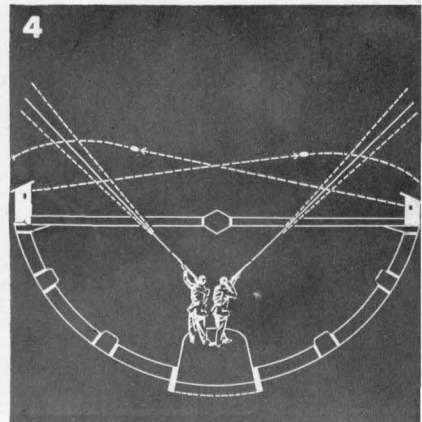
On these pages are diagrams showing a skeet layout and how birds are shot from each station. The gunner at the left is John P. Schaefer of Abercrombie & Fitch.



## SHOOTING FROM THE STATIONS

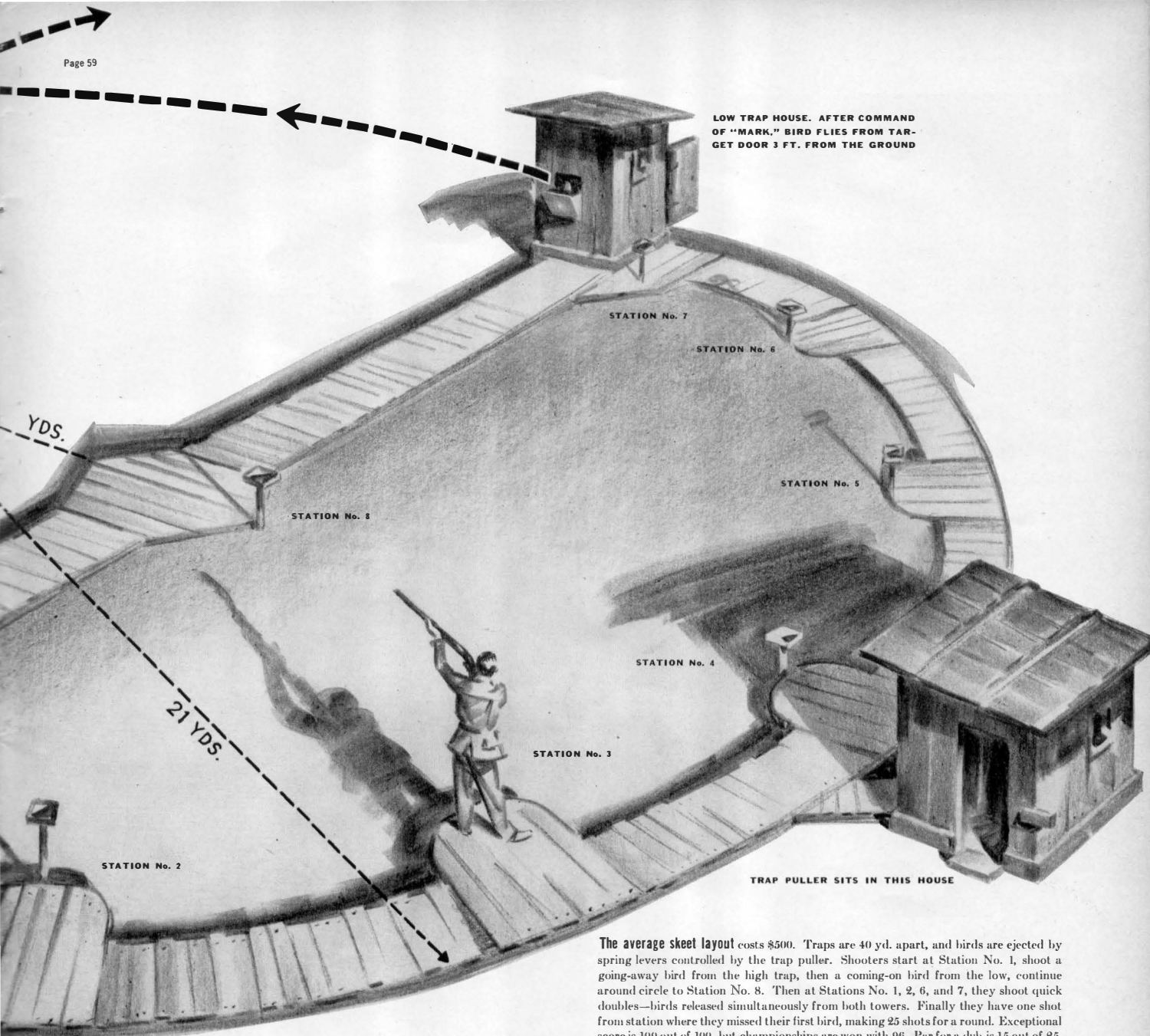


A good shot is like pointing a finger. Gun should be swung with the bird, keeping a lead until after shot is fired. From Station No. 1, gun should lead bird by one ft., break bird near No. 8. Incoming bird is led by 2 ft. From Stations No. 2 and 3, lead should be 2 ft. in front, 8 in. below outgoing bird. Incoming bird has 2-3 ft. lead.

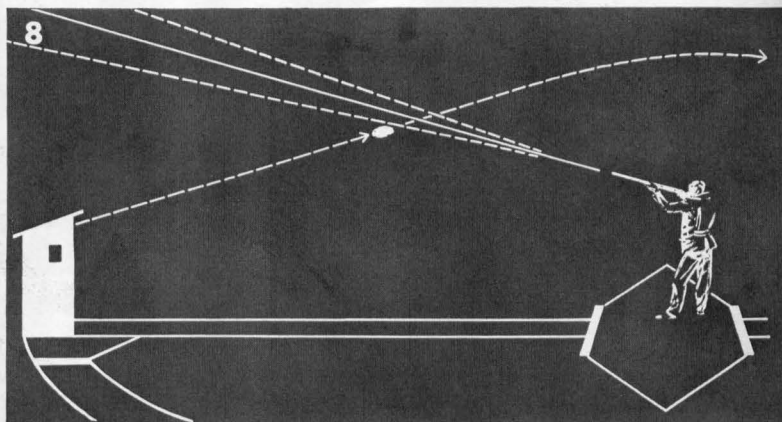
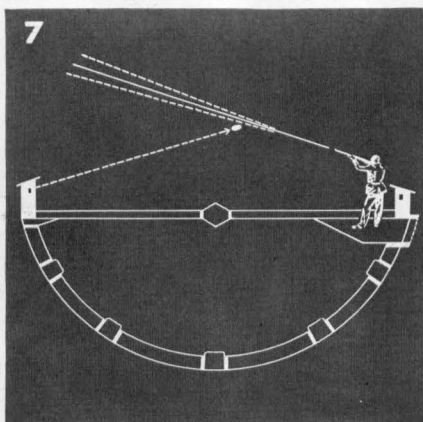
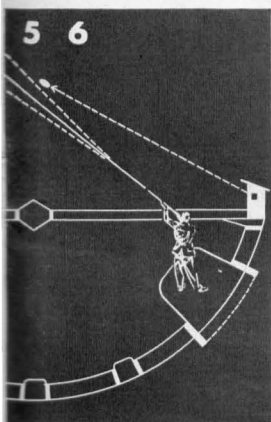


Targets are almost at right angles to shooter at this station, the first dropping more steeply than the second. Use a 3-ft. lead for both, but shoot a little more under the first. Hit both halfway between No. 8 and out of bounds.





The average skeet layout costs \$500. Traps are 40 yd. apart, and birds are ejected by spring levers controlled by the trap puller. Shooters start at Station No. 1, shoot a going-away bird from the high trap, then a coming-on bird from the low, continue around circle to Station No. 8. Then at Stations No. 1, 2, 6, and 7, they shoot quick doubles—birds released simultaneously from both towers. Finally they have one shot from station where they missed their first bird, making 25 shots for a round. Exceptional score is 100 out of 100, but championships are won with 96. Par for a dub is 15 out of 25.



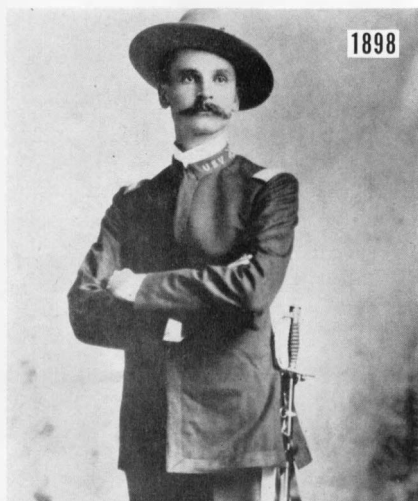
Stations No. 5 & 6 are like Stations No. 2 & 3 except for change in elevations, with high trap targets which are nearer to shooter and harder to hit. For incoming shot, shoot 3 ft. in front, and slightly under. For outgoing bird, lead 2 ft. and shoot 4 in. under. At Station No. 7, use a 2-ft. lead in front, 6 in. under, and break after it passes Station No. 8. Shoot 6 in. under outgoing bird.

Most spectacular shot is from Station No. 8. Shooter should stand behind station marker, keep gun pointing near trap-house roof. To take advantage of shot's pattern spread, target must be hit before traveling more than 12 yd. Be careful to shoot directly at bird or a few inches in front. At the moment of firing, the stock must be on the shoulder, against the cheek.



1893

At 21, he became a Tennessee legislator after studying law. As a boy he lived on a farm, a day's trip from the nearest railroad, and rafted logs for his father, a well-to-do lumberman.



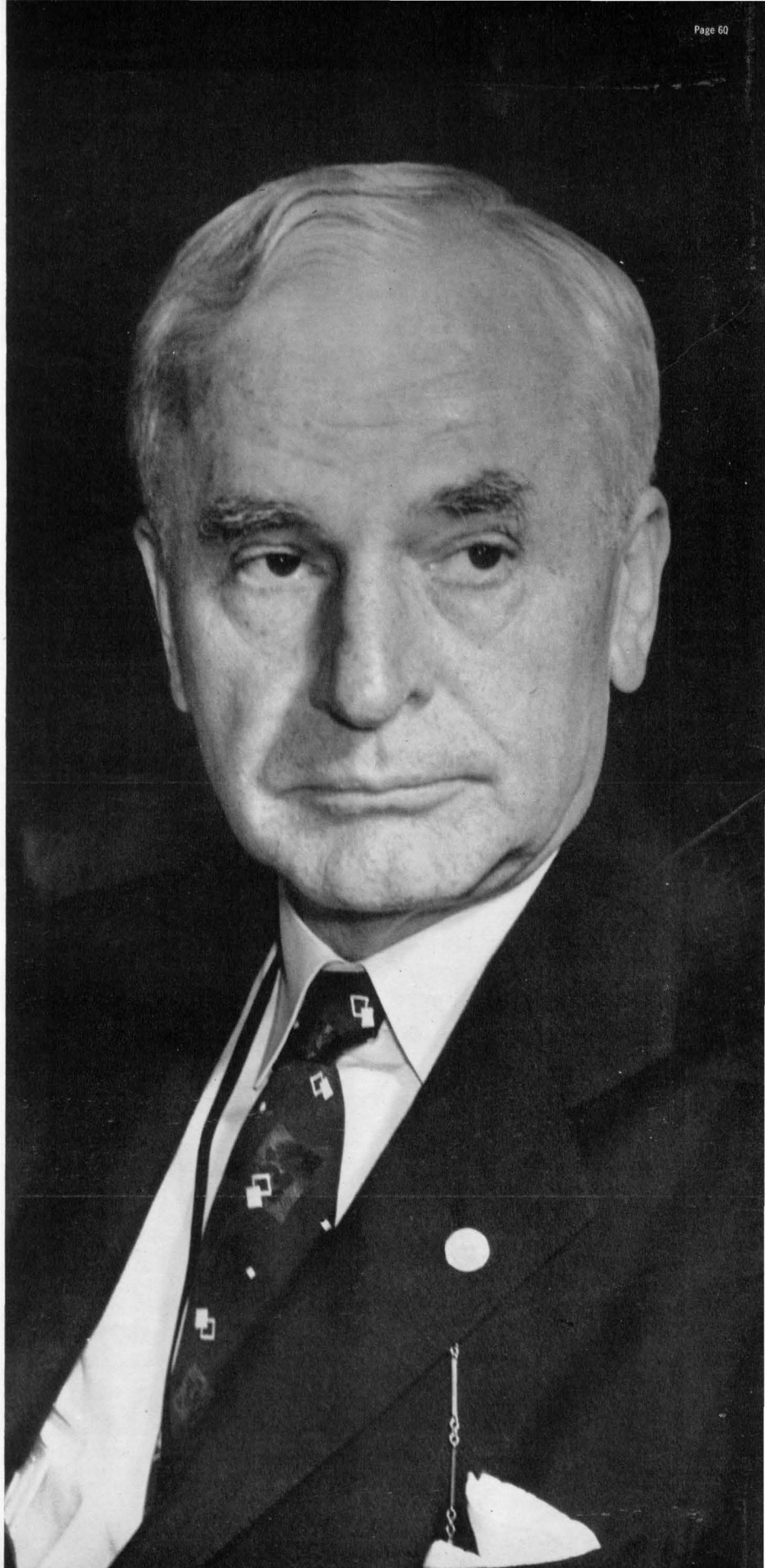
1898

In the Spanish American War he was captain of a company of volunteer infantrymen which he organized. These rugged Tennessee mountaineers got to Cuba and saw active service.



1913

As a member of Congress for 24 years he worked tremendously hard on tariff reform and income tax. He still works 14 hours a day, shuns society, likes to walk and play croquet.





It is now the announced policy of the U. S. to defend the entire Western Hemisphere. At the Pan-American Conference, which opens on Dec. 9 at Lima, Peru, the U. S. will make a great effort to win for this policy the active support of South and Central America. Whether this effort succeeds will depend largely on the leader of the U. S. delegation, Secretary of State Cordell Hull.

LIFE asked Walter Millis to write the accompanying article on Mr. Hull and the foreign policies—especially the reciprocal trade-treaty program—which have given him great prestige both here and in South America. No writer is better qualified. A graduate of Yale (1920), Mr. Millis has spent 18 years in interpretive journalism and is noted for his thoughtful approach to world affairs. To American readers he is familiar for his brilliant book, *Road to War*, published in 1935 and dealing with American involvement in the World War. He has also written *The Martial Spirit*, an analysis of the Spanish-American War. Mr. Millis has been an editorial writer for the *New York Herald Tribune* since 1924.—ED.

# MR. HULL GOES TO LIMA.

Our Secretary of State intends to organize the Western World for peace by trade and treaty under the shield of the U. S. Navy

by WALTER MILLIS

Not for a long time have questions of foreign policy been as important or exciting to Americans as they are at this moment. The Munich "settlement" has changed the face of Europe. The Nazi persecutions of the Jews have shocked the whole country. The President is calling for tremendous additional expenditures on the Army and Navy. And a United States delegation at the Pan-American Congress at Lima is trying to work out a stronger "Western Hemisphere" policy to meet the new world conditions. At the head of that delegation is Cordell Hull, the Secretary of State of the United States, the man who is officially responsible for American foreign policy and who has probably, in his quiet way, had more to do with shaping it than even the President himself.

Mr. Hull is a peculiar and paradoxical figure in our national gallery. He is an old-fashioned Jeffersonian free trader who at the same time has never failed to accommodate himself to the centralization and stream-lined economic nationalism of the New Deal. He is a conservative Democratic elder statesman who almost alone of his kind has never broken with the White House. He is moved by an almost naive idealism, yet is no stranger to the calculating arts of the practical politician. He has the massive head and gentle eyes of the scholar, yet has a tendency to orate upon occasion in a manner slightly suggestive of the spellbinder. And now, just when his whole policy of peace, freer trade, disarmament, respect for law and treaties seems to have been brought to the verge of total collapse, he himself stands at the highest pinnacle of his long career and it is not impossible that he may be the next President of the United States.

In a moment of seeming failure he has achieved a remarkable personal success. It is the result of an interesting combination of tenacity, sincerity and sheer accident. The tenacity made him an important figure; the sincerity made him a universally respected one; while he has been accidentally preserved, by his position at the State Department, from the necessity for declaring himself on the bitter domestic controversies of the past few years, in which so many other reputations have been torn to shreds. He can hardly sympathize with many of the things the President has done, but never once has he expressed open disagreement. And (unlike the case with other ostensible supporters of the President among the elder Democrats) there are no tales in circulation of cutting things about the New Deal said in private by Mr. Hull.

Cordell Hull was made by a single idea. He became a tariff reformer when, as a gaunt boy in Tennessee, his imagination was first fired by the game of politics during the Cleveland campaign of 1888. He has been one, in season and out, from that day to this. It was as an indefatigable student of the dreary science of tariff schedules that he climbed out of the Congress-

sional ruck in his early years. It was as the principal author of the first income-tax act—passed in conjunction with the Underwood Tariff of 1913—that the obscure and reserved young Tennessee Congressman first attracted a national attention.

The War was barely over before he was calling for a world economic conference and foretelling disaster unless nationalistic trends were checked. The disaster failed to come. International trade continued to float upon the bubble of New Era economics, and by 1928 the Democratic Party was floating with it, when it abandoned its historic tariff dogma under the Smith-Raskob influence. Mr. Hull, however, remained true to his guiding principle, even though it probably cost him the vice-presidential nomination on the Smith ticket. If so, it was fortunate for Mr. Hull. For shortly thereafter the international ruin which he had been predicting since 1919 did finally arrive. And the Republicans, by enacting the Smoot-Hawley tariff, lent color to his argument that blind protectionism had caused it. The Democrats forgot their 1928 apostasy and turned to assail "Smoot-Hawleyism," and Mr. Hull acquired a new influence in the Party. At the same time, he put himself in a position to make it effective when he early discerned the figure of Franklin D. Roosevelt upon the political horizon, and became one of the small group of older Democratic politicians who played an important part behind the scenes in bringing Mr. Roosevelt's pre-convention campaign to success.

Mr. Hull had been a rabid, out-and-out unilateral tariff revisionist, but he saw that in the crumbling depression world any general tariff revision by Congress on the old pattern would be quite impracticable. As early as the spring of 1931 he had worked out a different program. He was calling for a series of reciprocal trade agreements with the various countries, to be negotiated by the Executive with Congress having only veto power, but with reductions granted one nation being extended to all others through the "most-favored-nation" principle. By patience and persistence Mr. Hull got this program embodied in the Democratic platform of 1932. It was the most concrete single contribution toward foreign policy offered by anyone. Mr. Hull's services to the Roosevelt campaign had been considerable, and he was a logical (though generally overlooked) nominee for Secretary of State. By the play of time, chance and politics, the single-track idea of the young Congressman had raised the now elderly Senator to the direction of the foreign relations of the United States.

For all that part of his great task which lay beyond the realm of tariff reform he fell back upon what seemed the simple verities. "Economic disarmament and military disarmament," he said, "are patently the most vital factors in business recovery." His would be a policy of



Native sons boosted him for President at the 1928 Democratic Convention without success. He was probably just as pleased, for he avoids political ballyhoo, is a stiff speaker.



The World Economic Conference at London marked his debut as a worldly diplomat. The Conference collapsed, but Hull won respect for his wise views and unassuming manner.

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## CORDELL HULL (continued)

encouraging "the observance of both the letter and spirit of treaties and of international good will"; of "sane and realistic international co-operation for peace," and of "restoring world commerce" by following a "sane, liberal middle course" which, "while disclaiming extreme economic internationalism would challenge economic nationalism," which was so prevalent in the world.

For a time it looked easy. It was reported in those first exciting days of the New Deal that a trade-treaty act was to be rushed at once through Congress and that a Canadian agreement was virtually ready to be reduced to writing. Presently Mr. Hull was sailing for London, at the head of an American delegation to precisely the sort of world economic conference which he had been urging ever since the War. Yet even as he sailed it was already plain that while Mr. Hull was aiming for the old system of freer trade, international markets and stable exchanges, the Administration—which was abandoning gold and vigorously controlling trade and agriculture—was headed in the exactly opposite direction of economic nationalism. The President suddenly torpedoed the conference with his famous telegram. Mr. Hull, remaining long enough to hold the fragments together and give them decent burial, emerged from the affair with dignity and with everyone's respect, but with little else. The trade-agreements bill had meanwhile been shoved aside. There was no treaty with Canada. The whole Hull policy had collapsed.

But the Hull persistence had not. There was to be a Pan-American Congress at Montevideo that December. Few ever paid much attention to Pan-American Congresses, but it occurred to Mr. Hull that here was a chance to revive in the Western Hemisphere the principles so rudely trampled on at London. He let it be known that he would lead the American delegation to Montevideo, and was told that to do so would be to set the tombstone over the grave of his reputation. He was not discouraged, and Montevideo proved a huge personal success. For him, it has been said, "any meeting means a political meeting," and he captivated the Latin Americans by dropping the stiff superiority of other United States representatives at such gatherings for the friendly directness of a party manager at a political convention. The conference adopted a resolution approving all the Hull principles of reciprocal agreements, "most-favored-nation" treatment and so on, and wound up in a blaze of "good neighborliness." The resolution did not mean a great deal. But Mr. Hull had, almost singlehanded, established for the first time a real cordiality between Latin America and the United States—something in which the President was greatly interested—while the resolution did supply a basis from which he could return to work on his trade program.

That was taken up in a much more careful way. Mr. Hull and his old-fashioned State Department began nibbling, bit by bit, their own little area of economic appeasement and co-operation out of the vast surrounding field of violent economic nationalism. In 1934 he secured the passage of a trade-agreements act exactly fulfilling the terms he had laid down in 1931. In the same year the first of the reciprocal agreements, with Cuba, went into effect. Last month the nineteenth, and by far the most important of all, was signed with Great Britain.

Whatever this program may have done for trade, however, it was clear—with the Italians invading Ethiopia, the Japanese slaughtering their way through Manchuria and China, the Germans rearming and a little world war in Spain—that it was doing very little to promote those general ends of

peace, reconciliation and disarmament to which Mr. Hull had expected it to lead. Something more was necessary. The gentle-eyed Secretary and the energetic President between them had already developed the "good neighbor" attitude toward Latin America as a second essential ingredient of our foreign policy. They now added a third. It was the policy of "standing for" peace, for treaty observance, for international law and order. Originally this took the form of speeches in behalf of these high ideals. Sometimes the speeches were made by the President, sometimes by the Secretary. But whoever made them, the speeches seemed to have no great effect. Insensibly, but inevitably, the policy began to trend toward a more positive American support for the other great democratic and supposedly peace-loving powers. They became a first line of defense, with the United States as a second, against dictatorship and aggression.

"Deliberate renunciation by us," Mr. Hull said, "of any participation in international affairs would make for an easier triumph on this planet of lawlessness, brute force and war." But lawlessness, brute force and war continued to increase rather than diminish. Under the Roosevelt-Hull policy the pressure on the United States to give active support to the French and British in opposing these things became steadily stronger, until the world finally arrived at the prolonged European crisis of 1938. More and more emphatically, as the weeks went by and the crisis deepened, did the President and the Secretary seem, by their pronouncements, to align



Secretary and Mrs. Hull spend most evenings in their Washington hotel suite, where he studies reports for his next day's conferences.

the United States behind the Franco-British combination in opposition to the axis powers. In the last critical moments the President sent his appeal to Hitler (the timing, it is said, was the Secretary's) for negotiation and peace. Negotiation and peace followed. But for the Secretary's life work the peace was an ironically disastrous one. The French and British were not opposing lawlessness but compounding with it. They were not resisting brute force but realistically accommodating themselves to its existence. They were not upholding the sanctity of treaties but reducing their own treaty engagements to scraps of paper. The negotiations which the United States had urged had stultified every principle to which Mr. Hull was committed.

The first line of defense against aggression was gone. The policy of promoting law and order by proxy and from behind the scenes, as it were, was in ruins. At the same time, the Mexican oil expropriations threw a very awkward obstacle in the way of the good neighbor policy, just when the Germans and Italians were freed to attack it by a more intense penetration of Latin America. And for a moment it

CONTINUED ON PAGE 64



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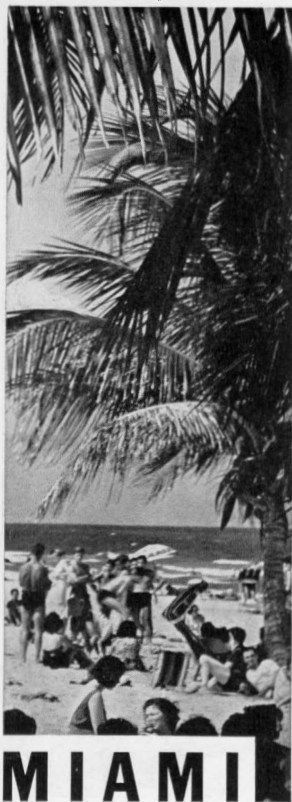
This assassin of the highway can turn any car into a mass of twisted steel quicker than a bolt of lightning. This time of year he strikes with such savage speed that even the best of drivers are powerless to stop him. Protect yourself, your family and your car . . . remove the "Baldys" (smooth tires) from your wheels NOW! Don't wait until a car-wrecking skid makes you wish you had.



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In this old courthouse in easygoing Carthage, Tenn., Hull, at 32, became the youngest judge in his State's history. Back home his devoted friends still call him "Judge."


### CORDELL HULL (continued)

seemed that the Munich settlement might deal a shattering blow even to the trade-agreements policy, by inducing Great Britain to abandon her negotiations with this country in favor of barter agreements with Germany. That danger has been averted, at any rate for the present. But the German success at Munich has already closed the Danube countries, at least, to the trade-agreements program, and it is bound everywhere to make the hope of political appeasement through economic liberalism more difficult of realization. The triple American foreign policy of good advice, good neighborliness and freer trading relations was destroyed or seriously menaced at every point by the Munich "peace." It was a catastrophe.

Standing behind a chair at one of his dry and usually uninformative press conferences, his white head slightly bowed, his eyes a little tired and only the clasp and unclasping of his remarkably sensitive hands suggestive of emotion, Secretary Hull may seem the personification of sad and scholarly resignation. But there is a stubbornness in his simplicity, and the fighting qualities bred of a long experience in American party politics.


Instead of coming to a bargain with the dictators, he will defend the Western Hemisphere against them. The failure of our Franco-British "first line of defense" is being met by the proposals for a greatly increased American Navy and air force. The trade program has been saved by the conclusion of the British agreement, and it will undoubtedly be pushed as energetically as possible. And at the Lima Congress, Secretary Hull is now endeavoring, much as he did at Montevideo in 1933, to find in the Americas a practicable basis for a diplomacy which has worked badly in Europe and Asia. Lima probably holds the key to the immediate future of American foreign policy. Mr. Hull now appears to see the United States establishing in the Western Hemisphere a kind of island of democracy, law and freer trade, defended by the shield of a powerful American Navy. This island is to be connected as widely as possible with like-minded powers through the radiating trade treaties. Ultimately, perhaps, the result will be an association of nations living in such relative peace and well-being as to induce the aggressive totalitarians to abandon their evil ways and participate. But in the meanwhile, there is little doubt that the totalitarians are the enemies, and that the United States intends to organize the hemisphere for joint defense on its own account—under a large degree of United States leadership—against them.

This, in its rough essentials, appears to be the new American foreign policy on the morrow of Munich. It is not purely Mr. Hull's creation, of course. The President is certainly one of its important architects. But in both its more obvious limitations and in its more significant elements of strength it bears the deep impress of the simple, sincere, kindly and shrewdly persistent personality of the Tennessee youth who started as a tariff reformer and was carried by that idea into the highest appointive office in the Government of the United States.




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**I** Fill the glass a-  
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**N** Add a little ice.

**Z** Cinzano is best  
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**A** Then add a twist  
of lemon peel.

**N** Sip it slowly.

**O** That's how Eu-  
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# PEOPLE

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**A Roosevelt and a Coolidge** made joint debuts in Brookline, Mass., Nov. 24. Eleanor Roosevelt (*left*) is the daughter of Mrs. John Cutter and Hall Roosevelt, brother of Mrs. Franklin D. Roosevelt. Natalie Coolidge is daughter of Mr. and Mrs. John Gardner Coolidge of Brookline, distant and aristocratic kin of the late Calvin.

**The former Mrs. Diana Guinness** admitted, Nov. 30, she was the wife of Sir Oswald Mosley, leader of England's minuscule Fascist movement, denied reports the wedding took place in Munich with Hitler present. Four days earlier Lady Mosley bore a son. Like her sister, Unity Freeman-Mitford, she is beautiful, Nordic, pro-Nazi.



CONTINUED ON NEXT PAGE

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Products Corp.



*"They both gave him Arrow Ties for Christmas!"*

• He'll be eternally grateful if you give him not just neckties, but *Arrow* neckties! The patterns are smart and flattering... the fabrics are the kind you get in costly ties... and *Arrow* Ties are *wrinkle-resistant*. Select them at your *Arrow* dealer's tomorrow. Only **\$1.00** others at \$1.50

## ARROW TIES

*As Outstanding as Arrow Shirts*

## PEOPLE (continued)



**Sheila Kerry**, known from cigar ads as "The Girl of a Million Kisses," bestowed samples on Comedian Victor Moore (left) and Connecticut's Governor Wilbur Cross during a party at New York's World's Fair grounds on Dec. 1. Miss Kerry's sponsor is White Owl Cigar Company, whose Fair building her kisses helped dedicate.

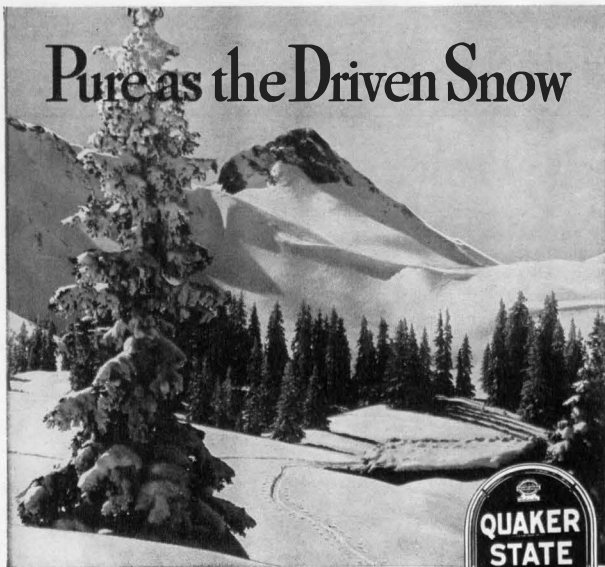


**Barbara Daly** was named by Artist McClelland Barclay, Nov. 27, as his model for a series of illustrations to appear with a forthcoming serial story in a monthly magazine. Miss Daly is 17 years old, went to a modeling school in Boston, was "discovered" by Artist Barclay in September. She is also seen in Camay Soap ads.

**Venus Genetrix**, a Roman sculpture, recently excavated at Sabratha, on the coast west of Tripoli, was presented by Italy's Air Chief Italo Balbo to Germany's Air Chief Hermann Göring on Nov. 15. Göring is an avid art collector, has helped himself to many a painting and statue from many a German museum and gallery.



## Pure as the Driven Snow



When you ask your dealer for *Acid-Free Quaker State Winter Oil*, you are taking the maximum precaution to insure care-free Winter driving. Quaker State pioneered in the development of motor oils for Winter use. Its *low cold test* will relieve you of starting troubles. Each drop of oil is rich, pure, full-bodied lubricant... pure as the driven snow... so pure that you are freed from worry about sludge, carbon or corrosion. Use Quaker State and your car will run better, last longer. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



Retail price  
35¢ per quart



# TEACHER'S

Perfection of Blended  
SCOTCH WHISKY



Teacher's popularity, apparent wherever those who enjoy fine living gather, is due in part to its *balanced* flavour. Universally, men find its mild, smooth taste pleasing . . . they like the distinguishing tang of Teacher's flavour.

Made Since 1830 by  
Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS:  
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IMPORTERS SINCE 1794

## LIFE'S PICTURES



LIFE's photographer, Paul Dorsey (above), asks his best Japanese friend, Commander Taro Ishida, Assistant Chief of Naval Intelligence, why the Japanese Army cannot give foreign photographers the same co-operation Ishida had given him. For the results of Ishida's co-operation at Hankow, see pages 15 to 19. Censored by the Japanese were pictures of Japanese geisha girls who had volunteered for "service at the front." Dorsey is a 36-year-old California newspaperman whose tact has got him further with the Japanese than most foreign cameramen. This tact and a squabble with other foreigners in Shanghai lately produced the preposterous rumor from China that Dorsey is in the pay of the Japanese.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—KARGER-PIX  
2—JAMES CLIFTON  
4—ELLEN AUERBACH  
6—SAMUEL GOLDEN  
7—DOROTHEA DIX LAWRENCE  
9—SAMUEL GOLDEN FROM AMERICAN ARTISTS GROUP  
15 through 19—PAUL DORSEY  
20—W. W. KITROSSER from P. L. P. L.—A. P., F. I., A. P.  
21—INT.  
22—W. W. JAMES WARNER—A. P., N. W. PRATT  
23—W. W. INT.—P. L.—INT.  
24, 25—THOS. D. MCAVOY  
26, 27—KARGER-PIX  
28, 29—CAPA-PIX  
30—LEO & LEIGH  
31—PASCAL PRODUCTIONS-M. G. M. exc. t. U.  
ROBERT S. BLESS from P. L.  
32—PASCAL PRODUCTIONS-M. G. M.  
35—HANSEL MIETH  
36, 37—T. far & BLACKSTONE-A. P., far cen.  
& bot. U. (3) JOHN PHILLIPS;  
38—RI. (3) HANSEL MIETH  
43—VANDAMM—KARGER-PIX  
44—RICHARD TUCKER exc. t. U. VANDAMM  
46—JOHN BLACK  
49—MARGARET BOURKE-WHITE—HENLE from R. S.  
50—MARGARET BOURKE-WHITE  
51—MARGARET BOURKE-WHITE exc. drawings by HOWARD BRODIE  
52—HERBERT GEHR from B. S.  
53—BERNARD HOFFMAN—MORSE-PIX  
54, 55—HENLE from B. S.  
56—CHAS. CONKLING, TRIBUNE GRAPHIC ARTS—cen. U. HARRINGTON PHOTO—bot. ri. courtesy GENERAL MOTORS CORP.  
57—T. H. HORACE BRISTOL—bot. ri. TORKEL KORLING  
58, 59—HOWARD BRODIE exc. U. p. 58 HERBERT GEHR  
60—HILLARD WOOD—KEY.—H. & E.—H. THOS. D. MCAVOY  
61—W. W.—SOBELMAN  
62—MARGARET BOURKE-WHITE  
64—KNOPP-PIX  
65—INT.—ROLF MAHRENHOLZ-PIX  
66—ACME, INT.—INT.—P. L.  
67—P. L. P. S. from B. S.  
68, 69, 70—MORSE-PIX  
72—Courtesy HOMER ST. GAUDENS exc. t. and cen. LUKE SWANK  
73—FERNAND BOURGES  
78—T. HARRY DUDLEY from NICHOLAS MORANT

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; L., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; P. L., PICTURES INC.; W. W., WIDE WORLD

# TRUE-or-False?

Artemus Ward, 19th century American humorist, once wrote, "The trouble with Americans is they know so many things that ain't so." Maybe Mr. Ward was thinking of coffee . . . because you hear so many fables, falsities, superstitions, and so much general nonsense about it. Here are a few truths—and falsities. How's your knowledge?

**WHAT'S YOUR SCORE?** Put a check mark in the "true" or "false" squares below—then compare your answers with those at the end of each statement of the facts.

**TO DOCTORS AND SCIENTISTS—**References to the medical authorities will be supplied on request.



## COFFEE IS NEVER DRUNK BY AVIATORS.\*

True? ☐ False? ☐

Because coffee induces mental alertness, fights off fatigue, and helps maintain a high level of concentration and attention, good, strong coffee is the favorite drink of airmen. And of everybody else who seeks the same mental and physical fitness.

Statement in the headline above\* is False.

## COFFEE MAKES ASPIRIN WORK FASTER, BETTER.\* True? ☐ False? ☐

Aspirin, or any similar analgesic, does its work faster and alleviates pain in less time if followed immediately by a cup of good, hot coffee. Remember that next time you have a racking headache or other pain.

Statement in the headline above\* is True.

## YOU CAN DRINK 20 GALLONS OF COFFEE A DAY.\*

True? ☐ False? ☐

A case reported in a Viennese medical journal in 1931 described a man who drank an average of 20 gallons of coffee a day. Circulation was not impaired, blood sugar value not increased, no gastric dilation, excellent capacity for concentrating.

Statement in the headline above\* is True—but we don't suggest you try it.



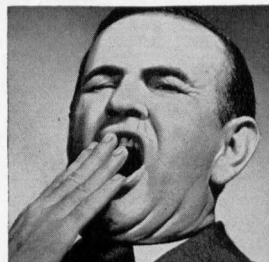
## COFFEE DOES NOT KEEP YOU AWAKE.\*

True? ☐ False? ☐

Coffee exhilarates. Steps up the tempo of your mind and body. You're alive, awake, alert. But after two hours have passed, coffee's pick-up ceases with 97 out of every 100 people. You can sleep like a baby, as far as the coffee you had two hours earlier is concerned. Good news to folks who like their after-dinner coffee—and plenty of it.

Statement in the headline above\* is True.

To make good coffee use enough—a heaping tablespoonful for each cup!

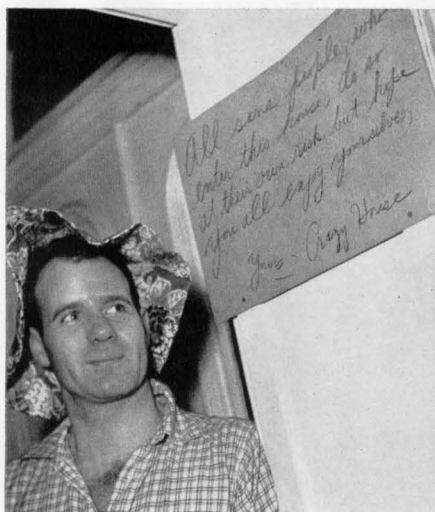


Copyright 1938, Pan American Coffee Bureau, New York City

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.  
BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA



Crazy House guests were greeted by Johnny Mansure, in a molcap, checkered shirt and a pair of shiny black gloves.



Host John Mansure welcomed such guests as Socialite Isabelle Seltzer and Connie Mack Jr., seen below on a trapeze.



Changing to play clothes, Mrs. Arthur Witzleben inadvertently chose the men's dressing-room for tying her sneakers.

## Life Goes to a Party

at Philadelphia's "Crazy House"

A dream of healthy extroverts who like to rough-house is a house with no furniture to spoil and no neighbors to annoy. Such a house is No. 669 North 15th Street, Philadelphia, the property of the Mansure brothers, manufacturers of fringes, ropes, braids and other upholsterers' trimmings. An empty house on property near their factory, it has been completely equipped for purposes of violent fun, and named "Crazy House."

Here on the night between Thanksgiving and the Army-Navy game, the Mansure brothers invited 50 guests for one of the parties that are becoming legendary in Philadelphia society. After changing into rumpled clothes and sneakers provided by their hosts, they started with comparatively quiet mechanical games (below), went on to acrobatics (left), slid down a 50-ft. fireman's pole to a badminton court in the cellar. After a violent pillow fight and a supper of milk, root beer, peanut-butter and liverwurst sandwiches, the tired guests all said goodnight at 1:30 a.m.



ON TOP FLOOR, MECHANICAL TOYS FOR THE NONVIOLENT





SOMEBODY THREW A PILLOW AT BERNICE CONOVER, IN TYROLEAN DRESS, AND THIS SCENE ENSUED. THERE WAS MUCH ROUGH-HOUSING ALL EVENING. NO ONE WAS HURT



A STROKE BY BERNICE DOLLARTON KNOCKS ONE PILLOW FIGHTER OFF HAMMOCK



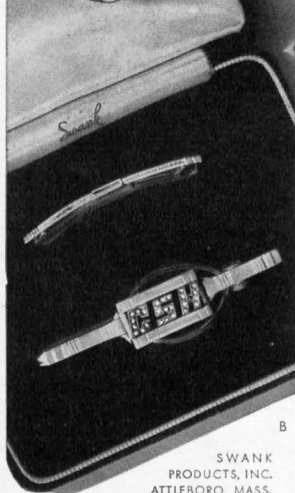
WITH THE AIR FULL OF PILLOWS AND SHRILL SHRIEKS, THE BATTLE CONTINUES

CONTINUED ON NEXT PAGE

# SWANK

THE IDEAL GIFT  
FOR MEN

When he opens his packages on Christmas morning, he will get a particular thrill out of your attractively packaged gift of SWANK. Pictured are two of the many SWANK aids to good grooming in gift sets, now ready for choosing at better jewelers', department stores and men's shops... (A) Personalized Modern cravat chain and collar holder, set \$2... (B) Personalized Genuine Marcasite tie clip and collar holder, set \$3.50. Other SWANK gift sets from \$1 to \$15.



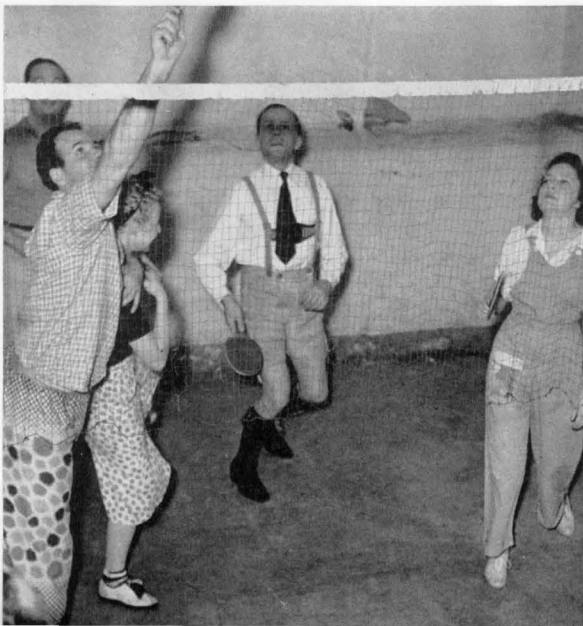
SWANK  
PRODUCTS, INC.  
ATTLEBORO, MASS.

## Life's Party (continued)



A fireman's pole reaching from the third floor to the middle of the badminton court in the basement is a special feature of Crazy House, but only the more expert attempt mixed-couple slides. Gates on intervening floors help prevent accidents.

Standard badminton is much too tame for parties at Crazy House. Teams of four and six play with ping-pong bats and shuttlecocks and attempt to avoid the skee-ball and Loop-Tennis players who also encumber the Mansure brothers' cellar.



**SPIN**

**BIRDIES WITH TARGETEER**

**REPEATING AIR PISTOL**

THE PERFECT Christmas Gift

A GAME of skill. With thrills. Shoot this 10-inch pistol, indoors or out. Accurate. Safe. Packed with two tricky targets, 500 shot (.118 calibre) in back-stop carton. At department, sports goods, hardware stores. If your dealer doesn't have it, send us the money—we'll mail your TARGETEER postpaid.

**DAISY MANUFACTURING CO.**  
524 UNION ST. PLYMOUTH, MICHIGAN

THE GUN THAT'S FUN

**\$2.00**  
COMPLETE



## Free GUIDE TO ROMANCE AND ADVENTURE . .

Camera impressions of one of the most colorful cities in the world. A catalog of things to see and do in two-century-old San Antonio, sunshine resort of the nation. You'll get a glimpse of the Alamo, Ft. Sam Houston, the Governors' Palace, Franciscan Missions, Randolph Field, Brackenridge Park, the Mexican Quarter. For the most glorious vacation of your life, see San Antonio. Every day of your stay holds thrills of the unexpected. Write for your copy of the FREE book now.

## San Antonio

WHERE LIFE IS DIFFERENT

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Send me FREE the beautifully illustrated book, "Picturesque San Antonio."

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Address \_\_\_\_\_  
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# Firestone

## AIRTEX

USED IN THE

*John Wanamaker*

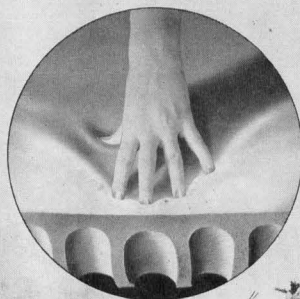
M O D E L H O M E



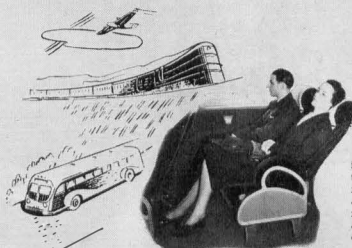
DESIGNED for economy, simplicity and comfort, the John Wanamaker Model Home is newsworthy — as attested by the story and pictures in this issue of LIFE. And the fact that Firestone Airtex is selected by Wanamaker's for this modern home is a tribute to the economy, comfort, durability and cleanliness of this remarkable new material made by an exclusive Firestone process of aerating the liquid latex produced on the Firestone Rubber Plantations in Liberia.

Firestone Airtex is the newest discovery in comfort. Its uses in the home are manifold — it is ideal for mattresses and for upholstery for chairs, divans and lounges. Firestone Airtex seat cushions for automobiles, trucks, buses, railroad coaches and airplanes have introduced a new criterion of comfort in the field of transportation. Firestone Airtex cushions, pads and mattresses are winning widespread popularity in hotels, inns and clubs as well as in hospitals, doctors' offices and clinics. Write Firestone, Akron, Ohio, for the new catalog describing the many uses of Firestone Airtex.

Listen to THE VOICE OF FIRESTONE every Monday evening over the Nationwide N. B. C. Red Network



THE Newest Discovery in COMFORT



**FIRESTONE AIRTEX SEAT CUSHIONS**  
for automobiles, trucks, buses, railroad coaches and airplanes make riding as comfortable as the favorite easy chair at home.



**FIRESTONE AIRTEX MATTRESSES**  
for homes, hotels and hospitals are sag-proof, sanitary, easily washable and never need turning. Aerated texture provides natural ventilation.



**FIRESTONE AIRTEX UPHOLSTERY**  
for chairs, divans and lounges provides the utmost in comfort, long life and economy. No sagging or untidy cushions.

GOOD - FOR THE REST OF YOUR LIFE

Copyright 1938, The Firestone Tire & Rubber Co.



CORRADO CAGLI, ITALIAN



MAX ERNST, GERMAN



## HOMER ST.-GAUDENS RUNS GREAT CARNEGIE SHOW

**B**ehind the grim, murky front of Pittsburgh's Carnegie Institute, which heads this page, there is an annual explosion of color. Its detonation sets art-lovers on their ears because here is the world's most important showing of contemporary art. Painters of all schools and nations, conservatives and radicals, are invited to contribute. On the following pages LIFE shows three paintings in color from this celebrated exhibition.

Most responsible for its prestige is the Institute's Director of Fine Arts, Homer Saint-Gaudens (*above*). His father was Augustus Saint-Gaudens, famous American sculptor, and his mother was Augusta Homer, first cousin of Painter Winslow Homer. During the War, Homer Saint-Gaudens was captain of the first camouflage company to be formed. He was also an author and stage director. He is still a Lieutenant Colonel of the Engineers Reserve Corps, and spends some time each year in an army camp.

Also each year he tours Europe and the U. S. with his Rolleiflex camera, scouting for artists, studying their work and ideas. On this page are shown his snapshots of nine modern painters, all "hanging" at Pittsburgh this year. Some of their names are not widely known. But Mr. Saint-Gaudens recalls that his famous father was once an unknown modern, realizes that today's innovators are often tomorrow's masters.



AUGUSTUS JOHN, ENGLISH (RIGHT)



EUGENE SPEICHER &amp; DORIS LEE, U.S.



KEES VAN DONGEN, FRENCH (CENTER)



RAOUL DUFY, FRENCH (CENTER)



KARL HOFER, GERMAN



ANDRÉ DERAIN, FRENCH



## Karl Hofer

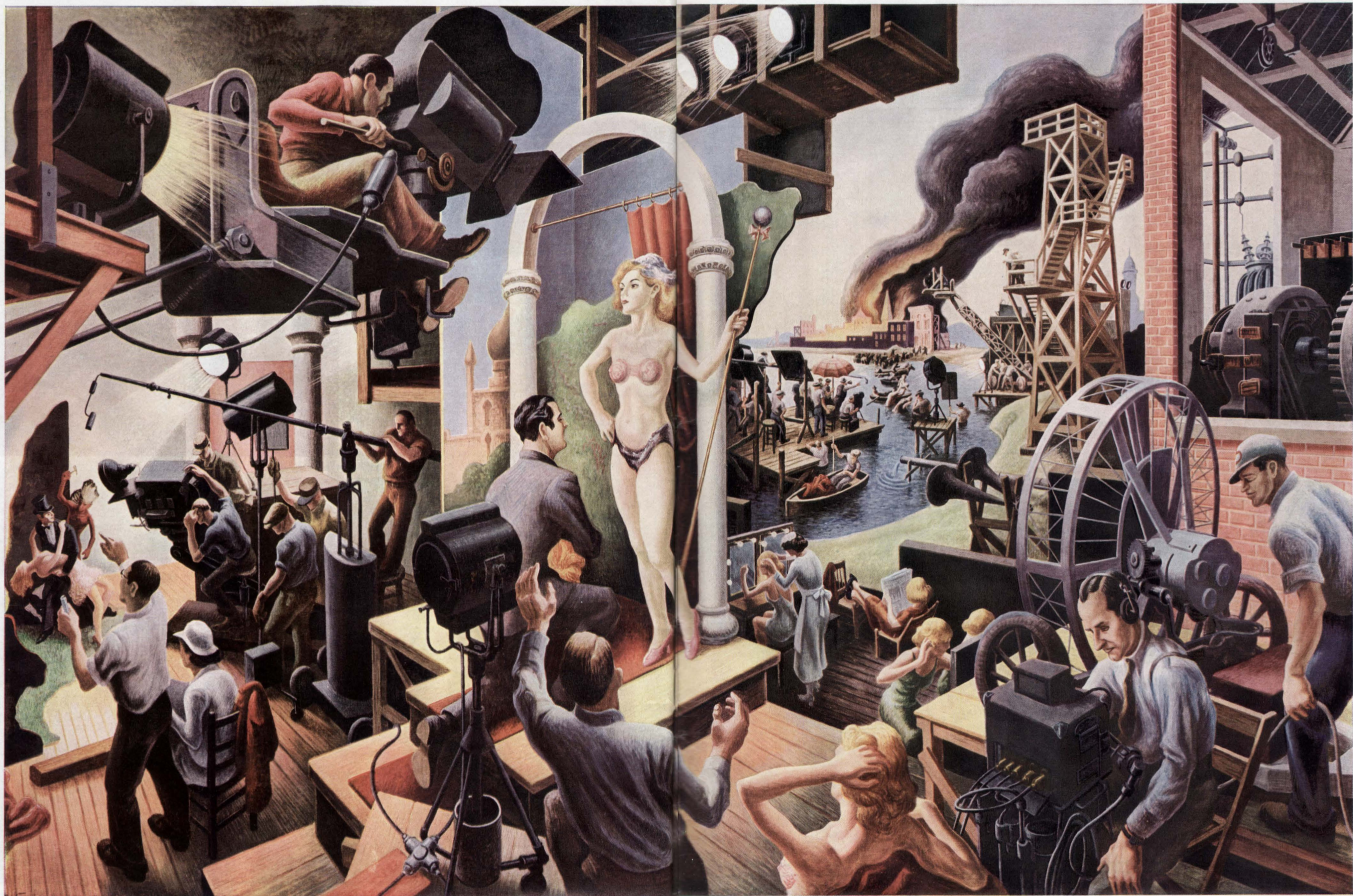
*The Wind*, shown at right, is the first painting by a German ever to win first prize at the Carnegie International Exhibition. The judges swore that no political considerations affected them, but newspapers quickly pointed out that Karl Hofer, no Nazi, has been forbidden to exhibit in Germany as a "degenerate" artist, though, because of the great reputation he still has in Berlin, he is not yet officially exiled. It does not take much imagination to connect the plight of these two shivering nude figures with the plight of most of Karl Hofer's friends in totalitarian Germany, not much more to recognize it as an unconscious paraphrase of Pierre Cot's romantic *Paul and Virginia*, one of the most popular pictures in the Metropolitan Museum. In general, Karl Hofer has little interest in political problems. His great enthusiasm has been for the life and works of Cézanne about whom he has lectured for many years.

## Vaughn Flannery

This vivid canvas of the 1937 *Maryland Hunt* is the work of an artist whose enthusiasm is evenly divided between the painting of pictures and the breeding of horses. It illustrates that moment in America's best-known timber race when the field of nine breaks to the starter's flag and shows the crowd of spectators on the hillside. Vaughn Flannery's own money was on Blockade (left), under apple-green and yellow silks, but Paul Mellon's Welbourne Jake (fifth from left) won the race. Before Mr. Flannery finished painting his canvas, Welbourne Jake had died, and Blockade won the 1938 Maryland Hunt cup handily—a great satisfaction to Mr. Flannery who owns Blockade's aunt. Mr. Flannery's *Ten Broek* is in the Phillips Memorial Gallery, Washington, D.C.







"HOLLYWOOD" WAS PAINTED FROM OVER 400 SKETCHES MADE ON THE 20TH CENTURY-FOX LOT LAST YEAR. A MURDER MYSTERY IS BEING FILMED AT LEFT, A MUSICAL IN CENTER. THE CHICAGO FIRE IN BACKGROUND. AT RIGHT, SOUND AND WIND MACHINES. SAYS BENTON: "I KNOW IT DOESN'T MAKE SENSE. NOTHING IN HOLLYWOOD DOES."



OLD ANGUS  
SCOTCH WHISKY

PRODUCT OF SCOTLAND  
**OLD ANGUS**  
Liqueur  
BLENDED SCOTCH  
WHISKY  
EIGHT YEARS OLD 40% ALC/VOL  
Train & McIlroy Ltd.  
DISTILLERS GLASGOW, SCOTLAND  
ESTABLISHED 1848  
SOLE DISTRIBUTORS FOR U.S.A.  
NATIONAL DISTILLERS PRODUCTS CORP. NEW YORK, N.Y.

*Holiday Greetings*  
and a Suggestion for Holiday Cheer from  
**OLD ANGUS**  
A NOBLE SCOTCH  
*"Gentle as a Lamb"*



# PICTURES TO THE EDITORS

## LADY IN HER TOMB

Sirs:

This is Mrs. Theresa Kenney, 79, a pioneer resident of Manitou Springs, Colo. She has had this attractive mausoleum built for herself and made all arrangements for her burial there. Meanwhile, she often goes to her tomb to sit on the porch for hours at a time. She is in good health and happy.

CHARLES D. HOPKINS

Colorado Springs, Colo.



## WPA IN INDO-CHINA

Sirs:

While in Indo-China early this year I came upon this scene of Chinese laborers digging a trench, which is not very strange. But look what's inside the trench—a WPA sign posed there big as life in its red, white and blue colors. I assure you this picture is authentic. I appear in the picture in my shorts and sun helmet.

Copies of the WPA pictures were shown to Hon. Harry Hopkins, WPA Administrator. I was asked not to let such picture fall into unfriendly hands.

JOE BAKER

San Francisco, Calif.



## GRANDMOTHER'S PICTURES

Sirs:

I am sending a "father-and-son" picture set which I think is quite unusual. The older picture is of my son, James Franklin Stevens II; the other one of his son, James Franklin Stevens III. The first picture was taken 26 years ago, the other one this year, in as nearly an identical pose as possible.

(MRS.) GRACE BURKE

Lindsay, Calif.



## Get better CHRISTMAS PICTURES

Why G-E flash bulbs  
help you snap them



1. Split-second flash catches those once-in-a-lifetime poses like this as readily for you as for a news expert. For indoor shots you can't retake, you'll want G-E MAZDA Photoflash lamps.



2. Plenty of light for crisp, clear pictures indoors. G-E Photoflash bulbs give you a light that's like a split-second of sunlight to use whenever a priceless moment says "shoot."

3. Easy to use, since they operate readily on flashlight batteries, or house current. Grand for color shots. Each lamp gets one picture. Buy them where you buy film.

## News Photographers!

A brand new G-E MAZDA Photoflash lamp for synchronized flash shots

No. 21 . . . LIST

20<sup>c</sup>

- New longer flash
- More total light (than No. 20)
- More uniform results
- Better negative density
- New smaller bulb size
- Better synchronization (with between-the-lens shutters)

New low price on 22<sup>c</sup> LIST  
No. 20 . . . LIST  
{bas more "peak" light than No. 21}

## NEW LOW PRICE ON G-E PHOTOFLOODS

The lamp for dozens of indoor snaps with new "super" type film.

No. 1 . . . was 25c . . . now 20<sup>c</sup> LIST

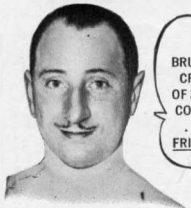
No. 2 . . . was 50c . . . now 40<sup>c</sup> LIST

GENERAL ELECTRIC  
MAZDA PHOTO LAMPS



"TO SHAVE FAST, WITH COMFORT—

# DO AS BARBERS DO...USE COLGATE LATHER"



BARBERS  
DON'T USE  
BRUSHLESS SHAVE  
CREAMS. 2 OUT  
OF 3 BARBERS USE  
COLGATE LATHER  
... THE FAST,  
FRIENDLY SHAVE!

Signed *Charles Simms*  
Assistant Manager, Terminal Barber Shop  
Hotel Pennsylvania, New York City

## 1. QUICKER

because you don't have to  
prepare your beard before  
using Colgate Rapid-Shave  
Cream.

## 2. SMOOTHER

because its rich, small-bubble  
lather melts the beard soft  
at the base, so your razor cuts  
clean.

## 3. CHEAPER

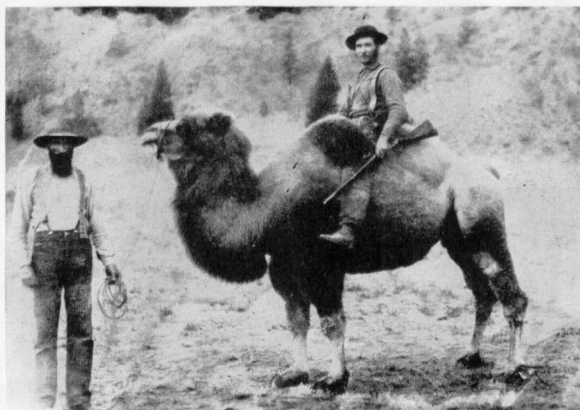
because you use less than  
brushless creams of the same  
size and price class. There's  
no waste with Colgate Rapid-  
Shave Cream.

Barbers know from long experience that lather gives a smoother, easier shave than brushless creams, because it wilts whiskers softer and faster. And 2 out of 3 barbers use Colgate lather. So change to Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather... loosens the film of oil on each hair of your beard... soaks it soft and limp, easy to cut off smooth and clean. You can get 200 clean, friendly shaves in every 40c tube. Buy Colgate Rapid-Shave Cream today. Large size 25c. Giant size holding twice as much, only 40c.

*Colgate*  
**RAPID-SHAVE CREAM**

## PICTURES TO THE EDITORS

(continued)



### CAMEL IN CANADA

Sirs:

Back in the days when gold was being found in the Caribou district in the interior of British Columbia, some ladies hit on the idea of importing camels to do the hauling because this country

is as arid and dry as Arizona. Hence we see bearded gents with rifles on a camel instead of the proverbial Arab clothed in white bed linen. The date is about 1900.

NICHOLAS MORANT  
Montreal, Quebec



### GUN'S SMOKE RING

Sirs:

This photograph is generally considered to be one of the most remarkable ever taken of a 6-in. Howitzer in action. Such a smoke ring occurs only once in several thousand rounds and the odds

are tremendous against obtaining such a picture, which also shows the projectile as it has left the gun. The gunners belong to the Royal Canadian Horse Artillery at Petawawa.

GORDON N. MAVES  
Pembroke, Ontario



### PLAYMATES

Sirs:

The two dogs shown on the enclosed picture were playing at a busy street corner when one was run over by a car. His companion remained faithfully on

guard for over an hour, never moving from the spot until a municipal truck hauled away the body, at which time he mournfully followed the truck until both were out of sight.

FRED P. SIEMSEN  
Northumberland, Pa.



... as you like it!

Isolated, relaxed, soaking up sunshine—yet just around the corner from all that's going on along this carefree "Gulf Stream Coast." A new and modern hotel, directly on the ocean, midway between Miami and Palm Beach. Homelike and friendly — ownership management. Spacious lounges, sun deck, patio, beach walk. Ocean bathing directly from your room. 150 rooms, all with bath, steam heat. American Plan, superior cuisine. Private parking.

### Restricted Clientele

For Booklet or  
Reservations:  
ARTHUR H. OGLE  
Managing Director



The Morning After Taking  
Carter's Little Liver Pills

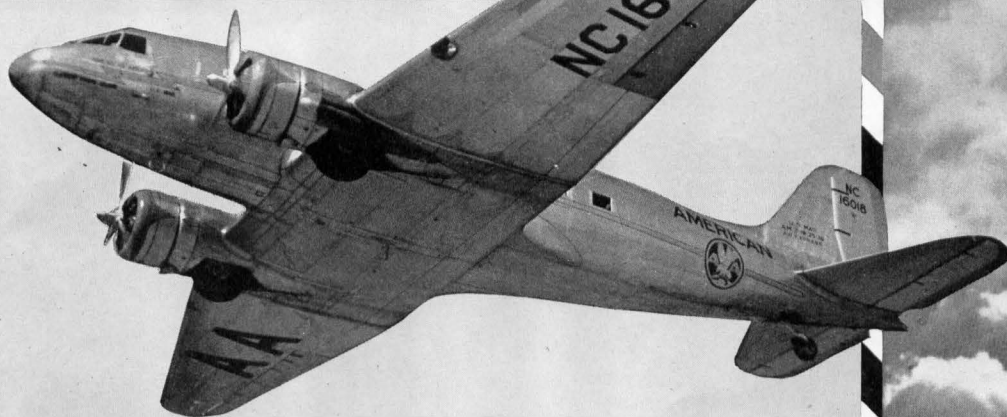
## Ease Dryness, Coughs RASPY THROAT

DUE TO COLDS



If your throat's tormented with irritation, a Vicks Cough Drop dissolved naturally in your mouth will give the troubled membranes a soothing, medicated bath—for 12 to 15 minutes! Relief comes fast because Vicks are really medicated, medicated with throat-soothing ingredients of Vicks VapoRub—famous for relieving coughs and discomforts of colds.

**MEDICATED  
VICKS COUGH DROPS**



# AIRMAIL before midnight!

## FOR YOUR GIFTS OF LIFE

The Airmail still allows you just time to give LIFE for Christmas at the special pre-Season rate of \$3.50.

But—to be eligible—your Christmas order must be post-marked before

**MIDNIGHT—SATURDAY, DECEMBER 10th!**

Orders mailed later will not be accepted at less than the regular \$4.50 rate.

Use the Airmail order form bound into this issue (on which we will gladly pay the Airmail postage) to list the names of the friends and families to whom you would like to give a sparkling, exciting, vivid year of LIFE.

**And be sure to Airmail your order right away**—while you can still save a dollar on each subscription!



Your own subscription may also be entered now at this same special rate, to start immediately.

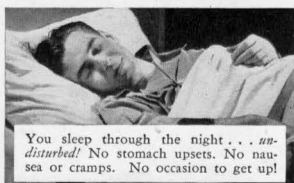


## TROUBLED BY CONSTIPATION?

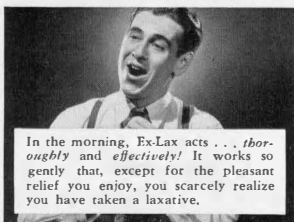
Get relief this simple, pleasant way!



Take one or two tablets of Ex-Lax before retiring. It tastes like delicious chocolate. No spoons, no bottles! No fuss, no bother! Ex-Lax is easy to use and pleasant to take!



You sleep through the night... *undisturbed!* No stomach upsets. No nausea or cramps. No occasion to get up!



In the morning, Ex-Lax acts... *thoroughly and effectively!* It works so gently that, except for the pleasant relief you enjoy, you scarcely realize you have taken a laxative.

Ex-Lax is good for *every* member of the family—the grown-ups as well as the children. Available at all drug stores in handy 10¢ and 25¢ packages.

Now Improved—better than ever!

**EX-LAX**  
THE ORIGINAL CHOCOLATED LAXATIVE

## THE FOLLOWING STORES AND BUILDERS ARE COOPERATING IN BUILDING LIFE HOUSES IN THESE U. S. CITIES

BOSTONSTORE, MILWAUKEE, with A. LONGAUER and A. SCHULTZ CO.; at Dellwood Park.

CARSON PIRIE SCOTT & CO., CHICAGO, with WM. JOERN & SONS; at Edgewood Park, La Grange.

DAVISON-PAXON, ATLANTA, with PALMER, INC.; at Oak Knoll.

THE EMPORIUM, SAN FRANCISCO, with MILLBRAE HIGHLANDS CO.; at Millbrae Highlands.

FREDERICK & NELSON, SEATTLE, with RALPH P. JONES; at Viewridge Addition.

GIMBEL BROTHERS, PHILADELPHIA, with JOHN H. MCCLATCHY; at Chatham Village.

KAUFMANN'S, PITTSBURGH, with BARONE & LIND; at Baldwin Manor.

LANSBURGH'S, WASHINGTON, with CAFRITZ CONSTRUCTION CO.; at Greenwich Forest.

THE MAY COMPANY, BALTIMORE, with PROPERTY SALES CO.; at Greenwood.

THE MAY COMPANY, LOS ANGELES, with GORDON J. ROGERS and WALTER H. LEIMERT CO.; at Leimert Park.

NEW YORK POWER AND LIGHT, INC., ALBANY, NEW YORK

QUACKENBUSH'S, PATERSON, N.J., with RELIABLE HOME CONSTRUCTION CO.

THALHMER BROTHERS, RICHMOND, with MATT P. WILL at Glenburnie.

WHITNEY & CO., SAN DIEGO, with H. L. BENBOUGH CO. and B. M. TORGERSON.

JOHN WANAMAKER, NEW YORK, with HARMON NATIONAL REAL ESTATE CORP.; at Harbour Green, L. I. and with COUNTY HOMES, INC. at White Plains, N. Y.

## PICTURES TO THE EDITORS

(continued)

### TWO-YEAR-OLD'S CAKE

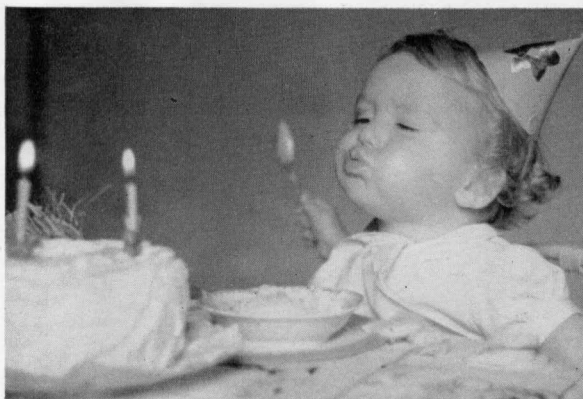
Sirs:

The two-year-olds in LIFE, Nov. 28, were pretty cute but none of them can compete with this two-year-old. This is my son, Robert Carey Neff, blowing out the candles on his cake.

NAN NEFF

New York, N. Y.

● Mrs. Neff is as good a press agent as her husband, Bob Neff, eastern publicity manager of United Air Lines.—ED.



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The Crosley 1939 Radio line includes models to suit every idea of size and price.



"Just write on the card, From one world traveler to another"

Alcohol by vol. Italy 15.95% — Dry 18%

## Know all Men by these Presents




The phrase they use on legal documents fits Martini & Rossi like a glove. A present of a case or a pair of these bottles says without words that the giver knows the world and believes the receiver does too. For Martini & Rossi, the great spiced wine, is enjoyed in every country on the globe and the more you've traveled, the more you appreciate it. Have you ever tried it straight, for example—or with soda? That's the way it's used in fifty countries. Try it—try vermouth straight (and chilled) for variety—and taste what makes a cocktail taste

good. You'll like its delicate bitter-sweet flavor—it seems to hold the sunshine of Italian vineyards. And you'll learn that a strong drink is good but *a good drink need not be strong!* Straight, in cocktails, with soda—vermouth is an international appetizer before meals, a universal drink. We mean Martini & Rossi, America's Number One Vermouth.

Sole Agents for U. S. A., W. A. TAYLOR & CO., N. Y.

**MARTINI & ROSSI**  
THE INTERNATIONAL NAME FOR **VERMOUTH**

### 3 MOODS IN 1 BOTTLE (Either Bottle)

1.  Be gay—have a Manhattan or Martini.
2.  Be moderate—have vermouth straight. Served chilled in cocktail glass.
3.  Be conservative—have vermouth and soda. Mixed like a highball, using vermouth instead of whiskey.



● WITNESSED STATEMENT SERIES:  
James Walker—Independent Buyer  
—has smoked Luckies for 10 years.

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WAREHOUSE  
GUINNESS SOUTH CAROLINA  
TOBACCO

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CIGARETTES! An ever-welcome gift! But certainly you want to give the *best*. To be certain of this, give Luckies. For sworn records show that, among *independent* tobacco experts...auctioneers, buyers and warehousemen...Luckies have *twice* as many exclu-

sive smokers as have all other cigarettes put together.

And, *only* Luckies give you the throat protection of the exclusive "Toasting" process. Toasting takes out certain harsh throat irritants found in *all* tobacco. So Luckies are a light smoke—easy on your throat.



*Sworn Records Show That-* **WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**